NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

United States Department of the Interior
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

## 1. Name of Property

historic name **MAIN STREET HISTORIC DISTRICT**

other names/site number

name of related multiple property listing N/A

## 2. Location

street & number 1300-2127 Main St; 813-822 Cleveland Ave; 833 Lincoln Pl; 801-831 Linwood Ave; 1600 Lockport St; 800-909 Niagara Ave; 908-919 Ontario Ave; 832 Pierce Ave; 1317-1329 Portage Rd; 835 Willow Ave
[ ] not for publication

city or town Niagara Falls [ ] vicinity

state New York code NY county Niagara code 063 zip code 14395

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [X] nomination [ ] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements as set forth in 36 CFR Part 60. In my opinion, the property [X] meets [ ] does not meet the National Register criteria. I recommend that this property be considered significant [ ] nationally [ ] statewide [X] locally. ([ ] see continuation sheet for additional comments.)

R Daniel Mackay 12-16-2020
Signature of certifying official/Title Date

DSHPO
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria. ([ ] see continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

## 4. National Park Service Certification

I hereby certify that the property is:
[ ] entered in the National Register
[ ] see continuation sheet
[ ] determined eligible for the National Register
[ ] see continuation sheet
[ ] determined not eligible for the National Register
[ ] removed from the National Register
[ ] other (explain) _____

Signature of the Keeper date of action

## 5. Classification

**Ownership of Property**
(check as many boxes as apply)

[X] private
[X] public-local
[ ] public-State
[ ] public-Federal

**Category of Property**
(Check only one box)

[ ] building(s)
[X] district
[ ] site
[ ] structure
[ ] object

**Number of Resources within Property**
(Do not include previously listed resources in the count)

| Contributing | Noncontributing | |
|---|---|---|
| 50 | 16 | buildings |
| | | sites |
| | | structures |
| | | objects |
| **50** | **16** | **TOTAL** |

**Name of related multiple property listing**
(Enter "N/A" if property is not part of a multiple property listing)

N/A

**Number of contributing resources previously listed in the National Register**

N/A

## 6. Function or Use

**Historic Functions**
(enter categories from instructions)

COMMERCE/business, professional, specialty store, department store, financial institution, restaurant
EDUCATION/library, school
RECREATION & CULTURE/theater
RELIGION/religious facility, church related residence

**Current Functions**
(Enter categories from instructions)

COMMERCE/business, specialty store, restaurant
DOMESTIC/multiple dwelling
EDUCATION/library, school
RECREATION & CULTURE/theater
RELIGION/religious facility

## 7. Description

**Architectural Classification**
(Enter categories from instructions)

MID-19th CENTURY: Greek Revival, Gothic Revival
LATE VICTORIAN: Italianate, Romanesque Revival
LATE 19th/20th CENTURY REVIVALS: Beaux-Arts, Classical Revival, Spanish Colonial Revival, Tudor Revival
MODERN MOVEMENT: Moderne, International Style, Art Deco, Brutalism

**Materials**
(Enter categories from instructions)

foundation stone, brick, concrete
walls brick, concrete, wood frame, stucco, synthetic
roof asphalt, slate
other

**Narrative Description**
(Describe the historic and current condition of the property on one or more continuation sheets)

## 8. Statement of Significance

**Applicable National Register Criteria**
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

[**X**] **A** Property associated with events that have made a significant contribution to the broad patterns of our history.

[ ] **B** Property is associated with the lives of persons significant in our past.

[**X**] **C** Property embodies the distinctive characteristics of a type, period, or method of construction or that represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

[ ] **D** Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**
(Mark "x" in all boxes that apply.)

[ ] **A** owned by a religious institution or used for religious purposes.

[ ] **B** removed from its original location

[ ] **C** a birthplace or grave

[ ] **D** a cemetery

[ ] **E** a reconstructed building, object, or structure

[ ] **F** a commemorative property

[ ] **G** less than 50 years of age or achieved significance within the past 50 years

**Areas of Significance:**
(Enter categories from instructions)

Commerce

Architecture

Community Development and Planning

**Period of Significance:**

1855 - 1974

**Significant Dates:**

1855, 1930, 1957, 1974

**Significant Person:**

N/A

**Cultural Affiliation:**

N/A

**Architect/Builder:**

Simon & Russell Larke; Leon H. Lempert & Son; Wright & Kremers; Kirkpatrick & Cannon; Cannon, Thiele, Betz & Cannon; Cannon Partnership; E. Bruce Garver; David T. Stieglitz; Paul Rudolph; Albert Elia Building Company; Sicoli & Massaro Construction.

**Narrative Statement of Significance**
(Explain the significance of the property on one or more continuation sheets.)

## 9. Major Bibliographical References

**Bibliography**
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

[**X**] preliminary determination of individual listing (36 CFR 67) has been requested. **NPS #42,551, 42,553, 42,554**
[ ] previously listed in the National Register
[ ] previously determined eligible by the National Register
[ ] designated a National Historic Landmark
[ ] recorded by historic American Building Survey
# _____
[ ] recorded by Historic American Engineering Record
# _____

**Primary location of additional data:**

[ ] State Historic Preservation Office
[ ] Other State agency
[ ] Federal Agency
[ ] Local Government
[ ] University
[ ] Other repository: _____

## 10. Geographical Data

**Acreage of Property** 33.39 acres

**UTM References**
(Place additional UTM references on a continuation sheet.)

| | | Zone | Easting | Northing |
|---|---|---|---|---|
| 1 | \| 1 \| 7 \| | 658217 | 4774707 |
| 2 | \| 1 \| 7 \| | 658353 | 4774753 |
| 3 | \| 1 \| 7 \| | 658382 | 4774754 |
| 4 | \| 1 \| 7 \| | 658725 | 4774247 |

**ADDITIONAL UTM REFERENCES LOCATED ON CONTINUATION SHEET**

**Verbal Boundary Description**
(Describe the boundaries of the property on a continuation sheet.)

**Boundary Justification**
(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By

name/title Karen A. Kennedy, Director of Arch History, Katy Stuck, Architectural Historian, Joseph Duggan, Assoc. Architectural Historian [Edited by Jennifer Walkowski, NYSHPO]

organization Preservation Studios LLC date 10/7/2020

street & number 170 Florida Street telephone 716-725-6410

city or town Buffalo state NY zip code 14208

## Additional Documentation

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

A **USGS map** (7.5 or 15 minute series) indicating the property's location
A **Sketch map** for historic districts and properties having large acreage or numerous resources.

**Photographs**

Representative **black and white photographs** of the property.

**Additional items**
(Check with SHPO or FPO for any additional items)

**Property Owner** (Complete this item at the request of the SHPO or FPO)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

**Estimated Burden Statement:** public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, D.C. 20503

Introduction

The Main Street Historic District is a historic commercial corridor stretching between Orchard Parkway and Ontario Avenue in the city of Niagara Falls, Niagara County, NY. The district contains many historic mid-late nineteenth and early twentieth-century commercial buildings, with some light industrial buildings and religious properties, and is anchored at the north and south ends by two examples of government-funded urban renewal era projects, the Whitewater Towers/Henry E. Wrobel Towers senior housing complex, and the Earl W. Brydges Library, which provide clear visual enclosures to the nominated area. Buildings in the district exemplify the range of architectural styles that were popular from the mid-nineteenth to the mid-twentieth century, with the majority built between the early 1890s and 1930, when the north and south ends of the city were connected and served by an electric streetcar line. Main Street, running north-south, forms the spine of this linear district and was historically an architecturally sophisticated street where many of Niagara Falls' leading business owners constructed architect-designed commercial buildings. Side streets perpendicular to Main Street began to develop later in the nineteenth and early twentieth century as this section of Niagara Falls spread outward. Portions of some of these side streets immediately east and west of Main Street are included in the district as these display comparable patterns of development, architectural quality, and integrity. The historic pattern of development along Main Street and the surrounding streets remains visible in the historic fabric of the district, with buildings and streetscape characteristics illustrating the transition from a rural road to a fashionable urban commercial core. The district includes a total of sixty-five primary buildings, fifty of which are contributing, and one secondary building that is not contributing. None of the buildings in the district have been previously listed in the National Register.

Topography

In the district, Main Street runs north from Orchard Parkway towards Ontario Avenue, roughly parallel to the Niagara River to the west. The elevation rises to the north and crests at Ontario Avenue, where it starts to slope down further north. The elevation is quite varied on the streets east and west of Main Street. East of Main Street, there is little variation in elevation, and it is relatively flat except for Lockport Street, which slopes slightly downward from Main Street. West of Main Street, from Orchard Parkway north to Lincoln Place, the elevation changes as there is more of a pronounced downward slope from Main Street to Whirlpool Avenue, whereas the elevation remains relatively flat on Cleveland and Niagara Avenues. There is a significant drop in elevation west on Ontario Avenue from Main Street. Concrete sidewalks interspersed with trees are common on most streets as described in more detail below.

Street Plan

The street plan for the Main Street Historic District has its origins in some of the earliest routes through this area along the Niagara River. Main Street itself originated as a portage route, creating an overland route between Lewiston and Fort Schlosser to the south, bypassing Niagara Falls. The street plan was further developed by the establishment of the early development of Bellevue (Figure 1). The northern terminus of Main Street in the district is Ontario Avenue, which was one block south of the northern edge of Bellevue in the original survey plan laid out in 1847 by the Bellevue Land Company. In 1845, Charles B. Stuart and three other men purchased the land that encompassed 1-1/2 square miles of land around North Main Street. This group of businessmen, led by Colonel John Fisk of Rochester, formed the Bellevue Land Company to develop this area. The plan consisted of a regular grid, aligned in relation to the Niagara River, between North (no longer extant) and South Avenues. Lots were of standard dimensions with eighteen to twenty-four lots per intersecting block on the east side of Main Street. On the west side, lots were larger between Erie (Cleveland) and South Avenues (Figure 1), particularly along Main Street. By the mid-nineteenth century, the grid extended south to Pierce Avenue and had grown east and west as well (Figure 2, 1860 Map).

Building Types

The majority of properties in the Main Street Historic District are commercial. The commercial corridor developed as the heart of a distinct urban core, known as the North End, north of what developed as downtown Niagara Falls, with mostly commercial buildings constructed during the apex of the transportation and commercial prosperity of the district (1855-1930). The commercial resources are predominantly two-to-three stories in height, are of masonry construction, and consist of a variety of commercial building types: taverns, high-end department stores, five-and-dime stores, banks, a bakery, restaurants, entertainment venues, former car dealerships, and auto repair shops. There are two churches in the district, First Congregational United Church of Christ (1855), near the northwest corner of Main Street and Cleveland Avenue, and Church of the Epiphany (1866), on the northeast corner of Main Street and Lockport Street. There is one school, the Harry F. Abate Elementary School (1972) on Lockport Street, and one library, the Earl W. Brydges Library (1974), located at the southeast corner of Main and Lockport Streets. There is also a YMCA (1924) located at the terminus of the district on Portage Road to the south. On the northern terminus of the district, a senior housing complex, Whitewater Towers/Wrobel Towers (1974), is located on the west side of Main Street between Cleveland and Ontario Avenues.

Spatial Organization and Streetscapes

Streetscapes in the district are characterized by rectilinear lots that are deeper than they are wide, typical of urban lots, sidewalks parallel to the street, and relative consistency in setback, orientation, and massing of buildings. Although these general characteristics are consistent throughout the district, there are slight differences between the side streets running east to west and Main Street. Main Street runs at an angle to the street grid and displays the most variety in lot sizes and configurations. Except for the larger mid-century urban renewal era projects and religious buildings, buildings on Main Street are set on lots ranging from about one-sixteenth of an acre to just above one acre. The most common lot sizes on Main Street and the side streets are twenty-five by one-hundred feet. Overall, the variety of lots in the Main Street Historic District reflects its development and evolution over time. All buildings in the district are oriented parallel to the street (with one notable exception: a commercial building at 2021 Main Street is set farther back on its lot). Additionally, the majority of buildings on all streets in the district are built out to a straight concrete sidewalk parallel to the street. On Main Street, the narrow apron between the sidewalk and the curb features occasional trees that vary in size and species; on the side streets, there are sporadic green spaces between the sidewalk and the curb that also feature some trees that vary in size and species.

Architecture: General Characteristics

Buildings in the Main Street Historic District vary widely in architectural character, displaying great diversity of style and materials; this variety reflects the long period in which the commercial corridor developed, during which architectural fashions and building techniques changed considerably. The most consistent architectural feature is height, with most buildings two-to-three stories tall. Most display regular fenestration, are vertically orientated, and are generally in continuous rows along both sides of Main Street. Most buildings have storefronts with large display windows and recessed entrances. The urban renewal era buildings, Whitewater Towers/Wrobel Towers, and the Earl W. Brydges Library are significantly larger and stand out as bookends to the district on the north and south ends respectively. The library is the tallest building in the district. Aside from the mid-century buildings on the district's north and south ends, the character of the built environment is largely similar. It contains a mix of buildings from three periods of growth that took place: before the Civil War, after the Civil War, and in the early twentieth century, when the population of Niagara Falls increased significantly by 40 percent. The northern part of the district contains the oldest buildings, built circa 1855, which were updated with period treatments in the late nineteenth century (Colt Block and First Congregational United Church of Christ). Buildings toward the middle and southern portion of the district remain largely true to original late-nineteenth and early-twentieth-century design (except for storefronts that have been modernized, both during the period of significance and in contemporary times). The difference in character reflects the growth of the commercial core from north to south.

Buildings in the district reflect a range of popular architectural styles from the mid-nineteenth century Greek and Gothic Revival to the Modern Movement. Styles that were popular in the late Victorian era are Italianate and Romanesque Revival, while the predominant styles in the district are late-nineteenth and early-twentieth-century revivals: Beaux-Arts, Classical Revival, Spanish Colonial Revival, and Tudor Revival. Art Deco, Moderne, and the International Style are less common but evident in the district. In general, most high-style architectural examples, including architect-designed buildings, occur on Main Street; buildings on the side streets tend to be smaller-scale industrial buildings. Main Street is reflective of the district's development as mid-nineteenth century and late-Victorian-era buildings are located to the north, while the late-nineteenth and early-twentieth-century revival styles are located more toward the center and south end of the district. As previously noted, buildings reflecting the Modern Movement bookend the district on either end. Styles in the district are discussed in more detail in Section 8, under Architectural Development in the Main Street Historic District.

While the overall integrity of the district is high, most buildings reflect some level of alteration and change. The majority of buildings that were present during the period of significance (1855-1974) are still present and recognizable. Common alterations include style updates for some of the district's oldest buildings, modernized storefronts, and window replacement either in original openings or in openings altered to accommodate standard replacement units. Examples of older buildings with style updates include the Colt Block at 2127 Main Street and the First Congregational Church of Christ at 813 Cleveland Avenue, both Greek Revival buildings with later Italianate updates. Many storefronts were also remodeled to update their appearance during the period of significance. One example includes the Schleisinger Block at 1902 Main Street, formerly Jenss Bros.' Department Store, which received a complete re-glazing of its storefront and window replacement in 1927 by Krausmann's Department Store. Another example is 2002 Main Street, the former Brownell Shoe Co., which received a curved Moderne addition to its storefront in 1940. These alterations are now considered significant because they illustrate the historic evolution of the buildings.

Urban renewal-era buildings on the north and south ends of the district are included because of their historical and architectural importance to the neighborhood. As a last effort to revitalize this important commercial corridor in the early 1970s, three immense, community development and modernization projects were constructed: the Earl W. Brydges Library, Harry F. Abate Elementary School, and Whitewater/Henry E. Wrobel Towers.[1] Although the construction of these buildings, each of which illustrates an important aspect of Modern design, did not reverse the decline of the area, they serve as distinguished visual landmarks to the intact historic corridor and provide important context for the evolution of the Main Street Historic District in the second half of the twentieth century.

[1] "High-rise housing site set," *Niagara Falls Gazette*, September 8, 1972, 16; Tom Yots, phone interview with Angelo Massaro, former director of the Urban Renewal Agency in Niagara Falls, NY, September 17, 2019.

Integrity and Contributing/Non-Contributing Criteria

The following criteria were used to evaluate the contributing/non-contributing status of buildings in the district.

- Date: the building must have been present during the period of significance (1855-1974). Buildings constructed after the end of the period of significance are non-contributing.
- Location: the building must be in its original location, or must have been moved to its present site during the period of significance.

In addition, the building must retain enough integrity of design, workmanship, materials, and feeling to convey its historic appearance and significance in the context of the district according to the following:
Form:

- The original form of a building must be legible. Alterations to a building that do not obscure its historic form and footprint are acceptable and considered contributing. Additions that significantly change or obscure the historic form are noncontributing with one exception: commercial buildings sometimes display a hybrid character – as in a residence converted to a store. If these changes have taken place during the period of significance, they are considered to contribute to the district under the theme of commerce.

Exterior cladding:

- Contributing commercial buildings should retain a predominance of materials that date from the period of significance, including both original and/or historic materials from upgrades before 1974. Given the pressure on commercial owners to continually upgrade their buildings, more contemporary materials (such as windows, see below) may have been added subsequently. The building will remain contributing as long as these later materials do not significantly obliterate design.

Fenestration:

- Replacement windows in the same openings do not make a building non-contributing as long as the trim and the size of the windows have been maintained. Replacement windows in altered openings may be acceptable if the original opening remains readable and can be restored. Replacement windows outside the period of significance that completely change the fenestration by removing all trim and/or changing window shape render buildings non-contributing. An isolated window (or windows) may be ignored if the building meets other integrity measures.

Storefronts:

- Alteration of storefronts is a common and expected change made to most commercial buildings, as owners sought to attract new generations of shoppers and as businesses changed. Loss of original design

and materials on the first floor does not make a building non-contributing if the upper floors retain integrity.

Streetscape:

- The building continues to contribute to the continuity of the streetscape**.** Buildings isolated by demolitions to create parking lots remain contributing as such demolitions were often considered elements of revitalization by local government and property owners during the period 1957-1974.

Integrity of Design:

- Changes during the period of significance that reflect original or long-term functions are acceptable if the changes themselves retain integrity. Buildings with two primary elevations, one which retains full integrity and one which does not, will be considered contributing. Additionally, buildings must retain their original scale. Changes in scale that reflect new uses may be considered contributing based on an assessment of other elements of integrity. Buildings with strong architectural style by known architects are generally considered contributing unless their original character has been obliterated by later changes.

Buildings that are categorized as non-contributing may be re-evaluated if materials that obscure original form, scale, design, materials, and workmanship are removed, and original or historic elements are rediscovered. This guideline acknowledges that blocked windows may be unblocked, glass curtain facades may be removed to reveal the original wall treatment, and other changes may be reversed that will enable a building to contribute to the district.

**Integrity**

The majority of larger commercial and mixed-use buildings constructed in the district during the height of development, between 1855 and 1930, remain. The later influence of community development initiatives, the demolition of old structures, and their replacement with at-grade parking lots had a significant effect on the appearance of the district. However, these changes were consistent with typical strategies used by other cities and villages across New York in the 1960s and ‘70s in an effort to keep shoppers downtown, and the same changes characterize other urban districts. Nonetheless, the buildings that remain typically retain integrity of location, design, materials, workmanship, feeling, and association. Several of the older buildings have been altered by the replacement of their original windows or removal of secondary details. Regardless of these losses, these buildings retain the other cited aspects of integrity. Taken as a whole, the Main Street Historic District contains the largest and most intact collection of historic commercial buildings along this area of Main Street.

**Summary of Resources**

The district contains 50 contributing primary buildings and sixteen non-contributing resources.

The sixteen non-contributing resources are all buildings:

- 1316 Main Street (integrity)
- 1410 Main Street (integrity)
- 1414-1416 Main Street (integrity)
- 1509 Main Street Parish House, Church of the Epiphany (integrity)
- 1522 Main Street (integrity)
- 1605-1607 Main Street (integrity)
- 1610 Main Street (integrity)
- 1611 Main Street (age)
- 1614 Main Street (integrity)
- 1628 Main Street (integrity)
- 1814-1818 Main Street (integrity)
- 1824 Main Street (integrity)
- 1906 Main Street (integrity)
- 1908 Main Street (integrity)
- 2021 Main Street (integrity)
- 2107 Main Street (integrity)

## RESOURCE LIST

### Cleveland Avenue – South Side

**813 Cleveland Avenue**
*Property Name: First Congregational Church of Christ Parsonage*
*Date of Construction*: Parsonage ca. 1870; storefront addition ca. 1955; industrial addition ca. 1965
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-52
*Description*: A two-story gable-front cross-plan stone residence with a north-facing mid-twentieth century one-story, three-bay brick commercial facade, and attached two-story industrial addition on the east and south elevations. Although there is some damage to the awning above the storefront, the commercial facade is largely intact behind protective boards, featuring three recessed storefronts, with two on the east side of a central wall and a single storefront on the west side. The outer storefronts appear intact behind plywood boards. Two slender metal posts and a brick pier support a flat awning with aluminum horizontal detailing. The two-story east and south addition is intact and has few openings, with aluminum casement windows on the second story only. The older residential portion features Romanesque Revival style form and detailing, with intact original window casings and no visible alterations aside from the additions. The roof is hipped and an oriel is visible in the central bay of the facade below a round arch three-light window that is repeated in the cross gables.

*History*: The house behind the storefront was built as the parsonage for the First Congregational Church of Christ across the street at 822 Cleveland Avenue. It first appears on the 1875 map of Suspension Bridge.

### Cleveland Avenue – North Side

**822 Cleveland Avenue**
*Property Name:* First Congregational United Church of Christ
*Date of Construction*: 1855-1857; 1924 addition
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-52
*Description*: Mid-sized limestone church with Greek Revival and Italianate form and detailing. The masonry incorporates a range of coursed and random course rubble and ashlar. The main body is a rectangular gable-front temple form, with a pediment and full-height pilasters featuring simple square capitals. A central three-story stone tower topped by a spire projects forward from the south-facing facade. It features round arch leaded windows and a doorway with a fanlight. An inset panel between the second and third stories provides the name of the congregation. A second one-story flat-roofed entrance projects from the eastern corner of the facade. There is a one-story, flat-roofed addition on the north, that partially wraps around the rear west elevation built of hollow clay tile.

*History*: This church is one of the oldest in the city. For over 160 years, the First Congregational Church has served as an important house of worship and community center in the city of Niagara Falls and the historic Suspension Bridge/Bellevue area. It is associated with abolition and Underground Railroad history in Niagara Falls. In the 1860s, Benjamin F. Bradford, a well-known abolitionist, became a minister in the church.[2]

## Lincoln Place – South Side

**833 Lincoln Place**
*Date of Construction*: ca. 1945
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-6
*Description*: A one-story, two-bay yellow brick commercial building of rectangular plan with a flat roof. The two bays are framed by brick pilasters and spandrels. The western storefront is angled inward, with a centered, non-historic panel door in an opening too large for the door. The entrance to the eastern storefront is at the far eastern edge of the facade and is closed by a sash door. This storefront also angles inward towards the door. All of the windows, including the transoms over the doors, are boarded. A single quarter-round awning covers both storefronts.

## Linwood Avenue – South Side

**801 Linwood Avenue**
*Property Name:* Arnson Furniture Co. Warehouse/DeCamillo Bakery
*Date of Construction:* ca. 1925
*Status:* one contributing primary building
*Parcel Number:* 144.54-2-10
*Description*: A two-story, five-bay commercial and industrial building with a flat roof and brown brick walls on a concrete foundation. Symmetrical facade with smaller bays with covered openings for entryways on either end and three bays of storefronts in the center. Entryways have round arches of brick and are covered with plywood. Flanking storefronts have aluminum windows and vinyl awnings; projecting center bay storefront has a metal shed roof awning and transoms above the aluminum-framed plate-glass windows, as well as two fully glazed aluminum doors with transom on either side of the projection. No fenestration on the second story: diaper patterned brick decorates outer bays and a large painted wood sign occupies center bay. Brick soldier course between second story and brick parapet above, which has stone coping and a single stepped portion in the

[2] Historic Resource Inventory Form for First Congregational Church of Christ, Panamerican Consultants, March 2015.

center. Loading bay and industrial spaces extend from the southwest corner of the building. Abuts 827 Linwood to the east.

*History*: The Arnson Furniture Company occupied this building in 1926. Later, it was bought by the present owners, DeCamillo Bakery.[3]

**827 Linwood Avenue**
*Property Name:* Zeifang Machine Co.
*Date of Construction*: ca. 1925
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-11
*Description*: A two-story, six-bay industrial building with a flat roof and brown brick walls on a concrete foundation. Asymmetrical facade with bays of varying lengths. All openings have soldier course brick lintels. Entryway in second bay from east end containing half-glazed wood panel door with covered transom above. Large wood garage door in the adjacent bay to the west that extends into the second story above; covered garage door openings occupy the two adjacent bays to the west. All other window openings are covered with plywood. Heavy full-height brick piers with cast-stone capitals articulate either side of the terminal bays of the facade. Abuts 829 Linwood to the east and 801 Linwood to the west.

*History*: The Zeifang Machine Co. occupied this building in 1926.[4]

**829 Linwood Avenue**
*Property Name:* Suspension Bridge Bottling Co.
*Date of Construction*: ca. 1925
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-12
*Description*: A one-story, three-bay industrial building with a flat roof and brown brick walls on a concrete foundation. Recessed entryway in the simple brick opening in the east bay contains a full-glazed aluminum door with a transom above. Tripartite aluminum window with aluminum panel transoms above in center bay. Three vertical window openings with aluminum windows and transoms with metal grates above in west bay. Brick soldier course above. Facade terminates with a brick corbel table and roof capped with stone coping. Abuts 827 Linwood to the west.

*History*: The Suspension Bridge Bottling Co. occupied this building in 1926.[5]

[3] Niagara Falls City Directory, for 1926-27. (Lockport, New York: Roberts Brothers Company, 1927), 245.
[4] Niagara Falls City Directory, 1926-27, 245.
[5] Niagara Falls City Directory, 1926-27, 245.

**831 Linwood Avenue**
*Property Name:* Waddington's Garage
*Date of Construction*: ca.1892
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-13
*Description*: A two-story, single-bay commercial building with a flat roof, stucco walls, and a brick foundation. Storefront on first story with large plate-glass storefront windows and a centered, recessed entryway containing a full-glazed aluminum door with a transom. Centered window with a pair of large plate-glass panes in the second story. Simple cornice with small brackets on either end caps facade.

*History*: Waddington's Garage occupied this building in 1926.[6]

## Lockport Street – West Side

**1600 Lockport Street**
*Property Name:* Harry F. Abate Elementary School
*Date of Construction*: 1972
*Status*: one contributing primary building
*Parcel Number:* 144.14-1-12
*Architect*: Mogens Hertz/Cannon Partnership
*Description*: A sprawling two-story, multi-bay International Style red brick school building with a decentralized footprint, recessed from the street level behind a paved playground and a parking area. Concrete foundation and recessed aluminum windows above aluminum panels throughout. Main entryway faces the intersection between Lockport Street and 11th Street; paired half-glazed aluminum doors with aluminum sidelights, flanked by recessed window bays with aluminum windows above panels. Entryway centered on angled connection between two large rectangular wings with irregular fenestration and flat roofs. Several elevations with partial rectangular footprint extensions below upper half stories with shed roofs.

*History*: Designed by Mogens Hertz and constructed in 1972 by the Albert Elia Construction Company, this building still operates as an elementary school.

[6] Niagara Falls City Directory, 1926-27, 245.

## Main Street – West Side

**1300 Main Street**
*Property Name:*
*Status:* Contributing: parcel contains 3 contributing buildings
*Parcel Number:* 144.62-2-57

**1300 Main Street (postal address)**
*Property Name:*
*Date of Construction*: ca. 1925
*Status*: one contributing primary building
*Description*: A two-story, eight-by-three-bay Classical Revival brown brick commercial building with a flat roof and a stone foundation. Main entrance on Orchard Parkway contains a glazed aluminum door with transom and simple stone surround. Storefronts with full-height tripartite aluminum windows and transoms; first and third infilled with stucco. Hood mounts. Brick quoining on corners, and stone belt course between first and second stories. Single and paired one-over-one windows on second story with stone surrounds and keystones in lintels; a single, round-arch window with eighteen panes and stone surround above main entry. Stone belt course between second story and brick parapet with stone cornice and cartouche above main entry bay.

**1302 Main Street (postal address)**
*Property Name:* E.A. Kinsey Auto Company
*Date of Construction*: 1929
*Status*: one contributing primary building
*Architect:* Kirkpatrick & Cannon
*Description*: A two-story, six-bay Spanish Colonial Revival commercial building with stucco cladding and polychrome glazed terra-cotta ornament. Entry bays recessed at angles on either end of first story. Full-glazed aluminum double doors with transoms and sidelights in southern bay, vinyl awning above. Tiled shouldered archway in northern bay; two doors, one full-glazed aluminum with sidelights and one wood vertical board, each with shouldered-arch divided light transoms above. Intricate terra-cotta decorated columns framing each entry bay. Storefronts contain single fixed aluminum windows with dual transoms surrounded by terra cotta infill. Decorative terra cotta belt course between stories. A series of four metal casement windows with divided-light transoms in south bay of second story, picture windows with divided light transoms flanked by metal casements in center bays, and a fixed fourteen-pane window flanked by metal casements and half-round motif infilled with colored ceramic tiles in north bay. Half-story tower with flat roof, parapet, and corner urns above north bay; front-facing shed roof with side parapet and corner urns above all other bays.

*History*: The E.A. Kinsey Auto Company commissioned local architects Kirkpatrick and Cannon to design this building in 1929.

**1316 Main Street (postal address)**
*Property Name:* Pontiac Dealership
*Date of Construction*: ca. 1945
*Status*: one non-contributing building (loss of integrity)
*Description*: A one-story, three-bay brown brick commercial building with a flat roof on a stone foundation with significant alterations. Three simple, full-height window openings with aluminum windows in southern and northern bay. Recessed center bay with four full-height openings; full-glazed aluminum doors with short transoms in center openings, aluminum windows in side openings. Blue aluminum awnings above each bay. Enclosed twelve-sided aluminum pavilion attached to the north.

*History*: This building was formerly a Pontiac dealership operated by the Krueger Motor Sales Company.

**1402 Main Street**
*Property Name: Bramer's Tavern*
*Date of Construction*: ca.1875, storefront alteration ca. 1933
*Status*: one contributing primary building
*Parcel Number:* 144.62-2-13
*Description*: A two-story frame Italianate commercial building with a hipped roof, a stone and concrete block foundation, and a rectangular footprint. Asbestos shingle siding. Storefront on first story with black pigmented structural glass panels and aluminum windows. Recessed corner entry on south side with a full-glazed wood door and wood surround with full-height sidelights. Storefront entryway on north side covered with painted plywood board. Wood cornice caps first story. Three bays of single two-over-two vinyl windows with simple wood surround on second floor. Paired wood brackets beneath overhanging eaves capping second story. Center chimney.

*History*: Christopher Hiller Jr. built this tavern circa 1875 and operated it until his death in 1911. The next owner of the property was Hiller's son-in-law, Jacob Soell, who ran the tavern until his death in 1932. John F. Bramer Jr. acquired the tavern and operated it until 1961 when his son took over. It is likely that the storefront alteration took place after Bramer Jr. acquired the tavern in the 1930s. The tavern closed in 1993.[7]

[7] Historic Resource Inventory Form for Bramer's Tavern, Panamerican Consultants, March 2015.

**1408 Main Street**
*Property Name:* Stoneham & Shields
*Date of Construction*: 1925
*Status*: one contributing primary building
*Parcel Number:* 144.62-2-12
*Description*: A two-story, three-bay painted brick commercial building with a flat roof and rectangular footprint. Recessed center entry bay with glazed aluminum door and simple wood surround. Storefronts on either side of first story fully covered by plywood panels. Stone belt course dividing first and second story. Tripartite window opening with vinyl six-over-six windows, wood frames, and flared stone surround with wrought-iron balconette in center bay; semi-hexagonal oriels in opposite bays with masonry corbel supports, vinyl three-over-three center windows, and vinyl two-over-two side windows. A brick parapet caps the second story.

*History*: Stoneham & Shields occupied this building in 1926.[8]

**1410 Main Street**
*Date of Construction*: ca. 1925
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.62-2-11
*Description*: A one-story, three-bay wood shingle-clad commercial building with a flat roof and significant alterations. Recessed entryway with full-glazed aluminum door and transom in north bay. Storefront windows are aluminum with plate glass. Full-length, wood-shingled awning above.

**1414-1416 Main Street**
*Date of Construction*: ca. 1920
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.62-2-10
*Description*: A two-story, five-bay brown brick commercial building with a front-facing gable roof and a trapezoidal footprint with significant alterations. Brick soldier course above concrete foundation. Center entry with metal door; northern bays recessed at an angle containing full-glazed metal door and a grouping of three aluminum windows with stone sills. Southern bays each contain glass block windows with stone sills. Soldier belt course and full-length aluminum sign above first story. On second story, large tripartite vinyl windows with stone sills. Soldier belt course above second story. Half-story under gable clad in horizontal vinyl siding. Vinyl soffit under overhanging eave.

[8] Niagara Falls City Directory, 1926-27, 250.

**1512-1514 Main Street**
*Property Name:* Cataract Tea Company
*Date of Construction*: ca. 1890
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-39
*Description*: A two-story, three-bay beige brick commercial building with a front-facing gable roof and a stone foundation. Storefront recessed at an angle with aluminum-framed, plate-glass windows and a full-glazed aluminum door. Entryway in north bay containing single fiberglass door with a small leaded-glass window and a wood-framed transom above. Painted wood cornice between first and second story. Stucco on second story with wood six-over-six windows and painted wood shutters in each bay. Vinyl cornice and wood parapet with centered pediment in front of gable end above facade.

*History*: This building was previously occupied by the Cataract Tea Company in the late nineteenth and early twentieth centuries.[9]

**1522 Main Street**
*Property Name:* Arnson Furniture Company[10]
*Date of Construction*: ca. 1920, addition in 2012 (loss of integrity)
*Status*: one non-contributing building
*Parcel Number:* 144.54-2-15
*Description*: A two-story, five-bay brick Classical Revival style commercial building with a flat roof and a one-story, six-bay brick addition with a flat roof to the south that has been significantly altered. Main entryway recessed in the center bay of the first story: paired, full-glazed metal doors with three-quarter-height sidelights and stucco surround, round-arch stucco paneling, and prominent arched stucco pediment with keystone articulation above. Groupings of three four-over-one aluminum windows with stucco surrounds and stone sills flank the central entry on the first floor. Heavy stucco cornice between first and second story. Windows on second story have original brick jack-arch lintels with stone keystones and stucco sills extending up from first story cornice. Aluminum six-pane window with six-pane sidelights in center bay; paired aluminum four-over-one windows in remaining bays. Brick piers and a brick corbel table frame the bays of the second story. Prominent cornice with modillions and large brackets on terminating ends caps the facade. Addition has an entryway with a full-glazed aluminum door, sidelights, and two sets of aluminum transom windows above. Four-over-one aluminum windows with cast-stone sills and jack-arch lintels in all other bays.

[9] Waite's Directory of the City of Niagara Falls, Including a Business Directory and an Improved Street and House Directory, for 1899. (Niagara Falls, New York: L.P. Waite & Co., 1899), 356; Waite's Directory of the City of Niagara Falls, Including a Business Directory, Church, Society and Street Directory, and an Improved Street and House Directory, for 1900. (Niagara Falls, New York: L.P. Waite & Co., 1900), 393.
[10] Niagara Falls City Directory, 1926-27, 926-27, 250.

*History:* The Arnson Furniture Company occupied this building as well as a warehouse at 801 Linwood Avenue.

**1606 Main Street**
*Date of Construction*: ca. 1960
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-42
*Description*: A one-story commercial building with a flat roof and tan brick walls on a concrete foundation. Asymmetrical storefront: north bay recesses at an angle toward entryway offset from the center of the facade. Entryway with paired full-glazed aluminum doors and a single transom above. Aluminum-framed, plate-glass storefront windows. Roofline capped with cast-stone coping.

**1610 Main Street**
*Date of Construction*: ca. 1945
*Status*: one non-contributing building, loss of integrity
*Parcel Number:* 144.54-1-41
*Description*: A one-story commercial building with a flat roof and tan brick walls on a concrete foundation that has undergone significant alterations. Wood vertical board panel covers south bay; corrugated aluminum panel covers north bay. Roofline capped with cast stone coping.

*History*: In 1946, this building was a restaurant.[11]

**1614 Main Street**
*Date of Construction*: ca. 1950
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.54-1-40
*Description*: A one-story commercial building with a flat roof and brown roman brick walls on a concrete foundation with significant alterations. Southern portion of facade contains a metal door within a recessed entry and an adjacent corrugated aluminum sign. Two levels of aluminum paneling across the northern portion with an overhanging metal awning between. Paired aluminum doors with covered half-glazing in a recessed entryway at the north end. Roofline capped with cast-stone coping.

[11] Polk's Niagara Falls (Niagara County) City Directory, Containing a Manufacturers' Department, a Buyers' Guide and a Complete Classified Business Directory, for 1946. Buffalo, New York: R.L. Polk & Co., Inc. Publishers, 1947), 520.

**1628 Main Street**
*Date of Construction:* ca. 1945
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.54-1-38
*Description*: A one-story commercial building with a flat roof and brick walls on a concrete foundation with significant alterations. The southern third of the facade contains two aluminum-framed, plate-glass windows, and a slightly recessed entryway with paired full-glazed aluminum doors and a single transom window above; the center third of the building contains four aluminum-framed, plate-glass windows. A full-length corrugated aluminum panel covers the upper register of the facade.

**1700 Main Street**
*Property Name:* The Moses Building[12]
*Date of Construction*: 1926; alterations 1927
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-35
*Description*: A two-story, five-bay glazed whiteterra-cotta Beaux-Arts commercial building of rectangular plan with a flat roof. Two aluminum storefronts with recessed entries are located north of a door to second-story offices. This entrance is topped by an embossed terra-cotta shield with the initials "LM" under a transom window and is framed by pilasters. The second story consists of a series of three one-over-one paired windows with transoms flanked by single windows at either end, all of which are separated by Ionic pilasters. Six rosettes and "THE MOSES BLDG." in capital letters are embossed in the frieze below a simple terra-cotta cornice and parapet. There are no openings or details on the exposed terra-cotta sidewalls. In 1927, a mezzanine floor was added on the interior.[13]

*History*: Louis Moses had this building constructed in 1926. The builder was the W. S. Johnson Building Co.[14]

**1708 Main Street**
*Property Name:* Jenss Department Store; Jenss Supermarket
*Date of Construction*: 1916; one-story addition 1930
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-34
*Architect:* Simon Larke
*Description*: A four-story, eleven-bay by seventeen-bay brick and glazed whiteterra-cotta early twentieth-century commercial style building with restrained Neoclassical Revival details. It is rectangular in plan with

[12] Niagara Falls City Directory, 1926-27, 250.
[13] City of Niagara Falls permits, 1927.
[14] City of Niagara Falls permits, 1926.

steel frame, concrete floors, and a flat roof. A one-story, three-bay brick addition and a terra-cotta tower projects from the south elevation fronting on Division Street. The east-facing facade features a central entrance under a cantilevered canopy supported by chains fastened to the building by lion head figures. The first-floor storefront windows are boarded. An intermediate terra-cotta cornice divides the first floor from the upper stories, which each feature three groups of windows composed of a large single-light wood window flanked by narrower windows, all with transoms. The northernmost and southernmost windows are paired casements instead. This window pattern is repeated on the north elevation. The building terminates in a large terra-cotta cornice that wraps around the east and north elevations. A few four-over-four windows are visible on the exposed south elevation. The one-story south addition features a recessed center entrance flanked by boarded storefront windows.

*History*: Frank Jenss, local entrepreneur, constructed this four-story department store in 1916. Jenss was committed to the commercial expansion of the north end of the city and his ornate building represented the future commercial prosperity of this section of Niagara Falls from the early-to-mid twentieth century. This Jenss Store closed in 1995.[15]

**1802 Main Street**
*Property Name:* The Bowen Building/Jenss Furniture Store
*Date of Construction*: 1929
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-11
*Description*: A two-story, three-bay brick commercial building of rectangular plan executed in the early twentieth-century commercial style, with a concrete foundation and flat roof. The south elevation fronting on Division Street and east street-facing facade have buff brick veneer laid in Flemish bond. The facade has a single off-center recessed entrance with double-leaf glass and metal doors. An entrance with intact transom is located on the southelevation. The display windows that run along the first story are boarded and a continuous soldier course extends across the top of the storefront below a stone stringcourse. The second floor on the east and south sides of the building features alternating decorative brick panels with basketweave bond and round-arch window openings with wood and leaded-glass casements. The center bays of both elevations have a balconette with metal balustrade, a pair of French doors with full sidelights and fanlight, and a cast-stone enframement. A brick parapet is located above a stone cornice. The central bay on the facade has a name and date panel ("BOWEN · 1929") topped by small corner urns.

*History*: The building was named for its owner, Mason Bowen.[16] At one time, Jenss Furniture Store occupied the building, which was adjacent to their large department store at 1708 Main Street.

[15] Historic Resource Inventory Form for Jenss Department Store, Panamerican Consultants, Inc., March 2015.
[16] City of Niagara Falls permit office, 1929.

**1810 Main Street**
*Date of Construction*: ca.1910; altered 1929
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-10
*Description:* A two-story, three-bay brick commercial building of rectangular plan with a concrete foundation and flat roof. The first story is red brick, with a recessed entrance in the southern half enclosed by a modern paneled door. The rest of the first floor is boarded. The second story is executed in blonde brick and features three equally spaced openings with one-over-one aluminum windows, stone or concrete sills, and flat-arched lintels. The cornice is cast iron with rosettes in the frieze. In 1929, an outside cellarway was added as well as a skylight and vent.[17]

*History*: A Thom McAn store was located in this building in 1929.[18]

**1812 Main Street**
*Property Name:* The Quinn Block
*Date of Construction*: 1924
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-10
*Description*: A three-story, eight-bay, highly decorated Art Deco commercial and apartment building with Gothic detailing, a rectangular plan, and a flat roof. The building is hollow tile block faced with buff brick and stone. There are four entrances on the ground floor: two narrow central storefronts with recessed entries, flat panel doors, and boarded display windows with transoms, and two entrances in the northernmost and southernmost bays that lead to the upper floors. The outer entrances have elaborate arched stone door hoods over Gothic four-light transoms. Small multi-light leaded windows are located above the door hoods in a stone enframement with a name panel ("QUINN BLOCK"), Gothic tracery, and drip mold that extends across the top of the storefronts. The southernmost entrance is missing its exterior door and transom window. The second and third stories are composed of a row of six identical openings with wood casings and one-over-one aluminum windows below four-light wood transoms. The two rows of windows are separated by stone panels and the second floor features a continuous stone sill. The northernmost and southernmost bays feature narrow openings with replacement windows, brick sills, and two-light wood transoms on the second story, and six-light wood windows with stone drip molds on the third story. Large decorative stone panels featuring carvings of quatrefoils and pointed trefoil arches extend above the third-story windows and terminate in a crenelated parapet. Some of these stone panels are missing, especially from the southernmost bay.

[17] City of Niagara Falls permit office, 1929.
[18] Niagara Falls City Directory, Including a Classified Buying Guide of the City of Niagara Falls, for 1929. (Lockport, New York: Roberts Brothers Company, 1929), 217.

**1814-1818 Main Street**
*Date of Construction*: ca. 1895
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.54-1-8
*Description*: Two-story, four-bay commercial building clad in stucco with two separate storefronts and significant alterations. A recent renovation has removed all historic fabric.

**1824 Main Street**
*Date of Construction*: ca. 1900
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.54-1-7
*Description*: Two-story, four-bay commercial building clad in stucco with two separate storefronts and significant alterations. A recent renovation has removed all historic fabric.

**1902 Main Street**
*Name of Building:* The Schleisinger Block
*Date of Construction*: 1903; storefront altered 1927
*Status*: one contributing primary building
*Parcel Number:* 144.46-2-48.1
*Architect:* Chester R. Phelps
*Description*: A three-story brick Eclectic commercial building of rectangular plan four bays wide by eight bays deep with a flat roof. The ground floor of the facade features a single storefront with a center recessed entrance of paired wood sash doors and display windows that wrap around the eastern edge of the south elevation fronting on Lincoln Place. The multilight replacement display windows with transoms are divided by cast-iron pilasters that support a decorated cast-iron cornice. The wood bulkheads beneath the windows feature a diamond motif. There are four one-over-one aluminum windows with stone sills and transoms on both the second and third stories, divided by a stone sill course. A corbeled cross is located between the center windows of the third story and a corbeled panel in the parapet features red brick with buff brick diapering below a stuccoed band that does not extend to the edges of the facade, but resumes on the south elevation. The first story of the south elevation has five multilight wood windows, while the second story features four large glass-block windows and a smaller one-over-one metal window in the easternmost bay, all with stone sills. On the third floor, a stone sill course runs beneath seven one-over-one aluminum windows. An exterior metal staircase projects from the wall, providing access to doors on the second and third stories. At the western end of the elevation, a flat panel door with a shed awning and transom leads to a brick-enclosed staircase.

*History*: This building was continuously operated as a department store by various companies until the early 1960s. Jenss Department store occupied the commercial space of the building upon its opening in 1903, and the

Independent Order of the Odd Fellows began meeting in the building that same year. In 1914, Syndicate Department Store occupied the storefront. Krausmann's Department Store moved in in 1920 and stayed until the early 1960s.[19]

**1906 Main Street**
*Date of Construction*: ca. 1920
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 44.46-2-47
*Description*: Two-story, three-bay commercial building clad in stucco with one storefront and significant alterations. A recent renovation has removed all historic fabric.

**1908 Main Street**
*Date of Construction*: 1929
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 44.46-2-47
*Description*: A one-story commercial building with a concrete foundation and a flat roof with stepped parapet and significant alterations. The facade is composed of a single storefront with an off-center entrance to the south that is recessed at an angle. The display windows and door are modern replacements. The exterior surface is a stucco-like material and a wide sign panel with moldings is located above the first story. The center of the parapet is finished by a small decorated stone element inscribed "1929."

*History*: This building initially housed the Great Atlantic & Pacific Tea Co. (A&P).[20]

**1916 Main Street**
*Property Name:* The Kresge Building
*Date of Construction*: 1925
*Status*: one contributing primary building
*Parcel Number:* 144.46-2-4
*Description*: A one-story, three-bay commercial block executed in the early twentieth-century commercial style. It features a concrete foundation and a flat roof with parapet. The facade is notable for its distinctive storefront

[19] Niagara Falls City Directory, Including a Business Directory, an Improved Street and House Directory, Also Church, State and Society Directory and a Map of the City, for 1909. (Lockport, New York: Roberts Brothers Company, 1909); Niagara Falls City Directory, Including a Business Directory, an Improved Street and House Directory, Also Church, State and Society Directory and a Map of the City, for 1914. (Lockport, New York: Roberts Brothers Company, Inc., 1914); Niagara Falls City Directory, Including a Business Directory, Church, Society and Lodge Directory and an Improved Street and House Directory and Map of the City, for 1920. (Lockport, New York: Roberts Brothers Company), 487; Niagara Falls City Directory, 1926, 642; "Business Block to Be Built," *Niagara Gazette*, July 8, 1903.
[20] Niagara Falls City Directory, 1929, 217.

consisting of curved, recessed end-bay entrances and wide central display window with full-height glass panels and metal glazing system. The south entrance has been filled in with a single light and the west entrance is closed by a modern glass door. The entrances feature a transom window above the door and small ceramic tiles on the vestibule floor. Exterior finishes include stone and polished granite panels. The storefront is topped by a wide cornice with a sign band and decorative metal cresting. The parapet has a central stone panel inscribed with "KRESGE" that is flanked by two low relief circular panels.

*History*: S. S. Kresge Five and Ten Cent stores started in 1899 in Detroit, MI. When the company incorporated in 1912, it had eighty-five stores. A popular competitor to Woolworth's, Kresge opened stores throughout Western New York.[21]

**1932 Main Street (formerly 1920 Main Street)**
*Property Name:* F.W. Woolworth's
*Date of Construction*: 1937
*Status*: one contributing primary building
*Parcel Number:* 144.46-2-5
*Description*: A two-story Art Deco commercial building of rectangular plan, three-bays wide by five-bays deep with a flat roof. A historically sympathetic treatment applied to the building in the late 1970s protects the original stylized facade details, which remain legible. The facade features two original entrances: paired metal doors beneath a shallow ziggurat motif, and modern double leaf glass door with transom and sidelights. The storefront to the north maintains its original form beneath protective boards. A sign band with horizontal fluting divides the first and second stories. The second floor, including the three intact and legible historic window openings, is coated in a cementitious stucco. The two outer bays are slightly recessed and outlined with stepped setbacks that give the building a strong vertical emphasis. The windows are topped by a stamped rectangular pattern and vertical fluting that terminates at the top of the wall. This pattern continues on the easternmost bay of the north elevation that fronts on Cleveland Avenue, which is also slightly recessed. The remaining four bays on the north elevation are original blonde brick, with a vertical low-relief stepped pattern around the openings that extends the full height of the wall. There are three first-story windows boarded and a pair of wood doors with glass block transom in the western-most bay. Four second-story windows are closed with glass block.

*History*: Constructed for the F. W. Woolworth's Co.[22] In 1968, Norban's Clothing Store occupied the building. In the late 1970s, a protective coating of cementitious stucco was applied to the facade in order to maintain the building.[23]

[21] Historic Resource Inventory Form for the Kresge Building, Panamerican Consultants, Inc., March 2015.
[22] "Business Areas Improved," *Niagara Gazette*, Dec. 31, 1937; "Old Landmark Disappears," *Niagara Falls Gazette*, December 31, 1937.
[23] "Niagara Discoveries: Five and Ten Cent Stores," *Niagara Gazette*, April 25, 2020.

**2002 Main Street**

*Property Name:* Brownell Shoe Co.

*Date of Construction*: 1925; historic curved addition ca. 1940

*Status*: one contributing primary building

*Parcel Number:* 144.46-1-51

*Description*: A two-story, two-bay by seven-bay building executed in the early twentieth-century commercial style with a mid-century storefront. It has a rectangular plan with a concrete foundation and a flat roof. Street facade and south elevation fronting on Cleveland Avenue are faced with buff brick laid in Flemish bond. Two facade storefronts were updated circa 1940 with Streamlined Moderne features and aluminum display windows. The southernmost storefront is distinguished by a projecting Streamlined Moderne-style curved corner with a wide signboard that wraps around the south side of the building and is supported by white pilasters on the south elevation and fluted columns on the east-facing facade. The deeply recessed southern storefront features an asymmetrical exterior lobby and terrazzo floor. The recessed northernmost storefront has a smaller exterior lobby and picture-frame display boxes. The second floor facade retains the original windows with a large fixed panel under a three-part transom and soldier course lintel. The south elevation has the storefront windows of the southernmost storefront and four brick-infilled storefronts between white terra-cotta pilasters. Most of the second-story window openings on the south elevation have been infilled with brick. A cast-stone belt course runs along the tops of the lintels on both elevations. A lesser one-story addition with a single door entrance is attached to the west side rear of the building.

*History*: The building was previously occupied by the Brownell Shoe Co. store and Darcy Jewelers. [24]

**2006 Main Street**

*Date of Construction*: 1925

*Status*: one contributing primary building

*Parcel Number:* 144.46-1-50

*Description*: A one-story, two-bay commercial building of rectangular plan with a flat roof. Original storefront layout on facade. The two bays are framed by brick pilasters, with original recessed glass door entrances on either side of the central pilaster. The metal display windows are both angled inward towards the doors. Wide stucco sign panels are located above the storefronts.

[24] Niagara Falls City Directory, 1926-27, 250.

**2010 Main Street**
*Property Name:* Knights of Columbus Lodge & Club/Masonic Club
*Date of Construction*: ca. 1905; alterations 1924; addition 1925
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-49
*Description*: A three-story, three-bay commercial building of rectangular plan with a flat roof. The first floor consists of a central storefront with a recessed entrance closed by a wood-paneled door and aluminum display windows at a slight angle facing southeast. A second recessed entrance, leading to the upper floors, is located at the north end of the facade. A wide, plywood covered sign band separates the first and second floors. The second and third floors are tan-brown brick with continuous stone sills beneath the original wood windows. The three second-story windows are composed of a large fixed light with transom over two smaller individual lights, while the third-story windows consist of a large fixed light and transom without the smaller lights below. The third-story windows are divided by brick pilasters with stone bases and capitals that visually support corbeling and a cast-iron cornice with modillions above.

*History*: This building is listed as the Knights of Columbus Lodge and Club Room on the 1914 Sanborn Map. By 1923, it becomes the "Masonic Club," adjacent to the Masonic Hall.

**2018 Main Street**
*Property Name:* L. S. Silberberg Building
*Date of Construction*: 1908; addition 1923, alterations 1925 (storefront) and 1931 (cornice)
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-48
*Description*: A three-story, five-bay Romanesque Revival style commercial block of rectangular plan with a flat roof and a Depression-era storefront. The first story is composed of boarded display windows in the central and outer bays, divided by two recessed entrances. Polished granite panels frame the storefront. A wide, plywood covered sign band separates the first and second floors. The upper part of the facade has a mixed buff and yellow brick veneer laid in stretcher bond. Each of the upper floors has five triple window groupings. The second-floor window bays feature intact Chicago-style wood windows above a sill course with end rosettes. Boarded round arch window openings with decorative stone and brick accents form an arcade across the third floor facade. The building is capped by a metal cornice with modillions.

*History*: L. S. Silberberg constructed this building in 1908. The Jenss Bros. Department Store occupied this building in 1910 before constructing a new building at 1708 Main Street. The building was also home to a Masonic Hall in 1914.[25]

## Main Street – East Side

**1315-1317 Main Street**
*Property Name:* McKenna Building
*Date of Construction*: ca. 1910
*Status*: one contributing primary building
*Parcel Number:* 144.62-2-37
*Description*: A two-story, thirteen-bay brown brick Classical Revival style commercial building with a triangular footprint on a stone foundation. Single-bay entry elevation facing the intersection of Main Street and Portage Road; full-glazed aluminum door with sidelights and simple stone surround in first story. Single aluminum one-over-one window with a stone sill and large brick lintel articulated with stone voussoirs and brick quoins in the second story. On the Main Street elevation, three storefronts with recessed entryways and window openings infilled with brick and aluminum windows; full-glazed aluminum door with sidelights and large brick lintel articulated with stone voussoirs, large window openings infilled with aluminum windows and brick. Large cornice between first and second stories. Single, paired, and tripartite one-over-one aluminum windows with stone sills and heavy brick lintels articulated with stone voussoirs on the second story. Large stone cornice with modillions above. On the Portage Road elevation, three storefronts with half-glazed aluminum doors, window openings infilled with brick and aluminum windows. Northern most storefront contains brick lintels articulated with stone vouissors and stone sills on first floor. Large cornice between first and second stories. Single and paired one-over-one aluminum windows with stone sills and heavy brick lintels articulated with stone voussoirs on the second story. Large stone cornice with modillions above.

*History*: In 1926, McKenna Grocers and Meats and Mycue Auto Parts Co. Inc. were located in this building.[26]

[25] Niagara Falls City Directory, Including a Business Directory, an Improved Street and House Directory, Also Church, State and Society Directory and a Map of the City, for 1910. (Lockport, New York: Roberts Brothers Company, 1910), 534; Sanborn Map Company. Niagara Falls, Niagara County, New York, 1914. (New York: Sanborn Map Company, 1914), Sheet 31.
[26] Niagara Falls City Directory, 1926-27, 250, 495.

**1425 Main Street**
*Property Name:* Earl W. Brydges Library
*Date of Construction*: 1973
*Status*: one contributing primary building
*Parcel Number:* 144.14-1-16
*Architect*: Paul Rudolph
*Description*: A three-story, Brutalist civic building with an irregular footprint recessed from the street level behind landscaped lawn with radiating walkways. Full-glazed entryway with paired aluminum doors, multiple full-height sidelights on either end flanking full-height transoms; overhanging half-story with ribbon of windows above. Corduroy concrete walls and angled "fin" buttresses and replacement concrete muntins at intervals between bays of aluminum ribbon windows with transoms. Setbacks at each story with aluminum shed rooves above lower stories. Side-facing aluminum gable roof with complex system of large angled concrete dormers with three panes of vertical windows below and two panes of horizontal windows above. Concrete overhanging half stories and concrete tower with aluminum vents beyond entryway.

*History*: internationally known architect Paul Rudolph designed this building for the city; the Albert Elia Construction Company built it.

**1509 Main Street**
*Property Name:* Church of the Epiphany and Sunday School
*Date of Construction*: 1866, Sunday School ca.1880s
*Status*: one contributing primary building; one non-contributing secondary building (loss of integrity)
*Parcel Number:* 144.54-2-34
*Description*: A one-story, three-by-four-bay fieldstone Gothic Revival style ecclesiastical building with a rectangular footprint and a central cathedral ceiling on a stone foundation. Facade faces Main Street with three narrow, full-height round-arch windows and cross detail above in center bay under gable roof. One-story side-gabled transepts on north and south end of facade. North transept contains shouldered arch door opening with wood plank door; south transept contains pointed-arch window with stained glass. South elevation of transept contains round-arch doorway with paired plank doors flanked by stone pilasters and cross detail above. Four-bay elevation of apse along Lockport Street with paired, round-arch window frames, Romanesque mullions, and stained-glass windows. Belfry above rear bay with round arch openings.

Non-contributing Sunday school is a two-and-a-half story, three-bay frame residential building with a cross-gable roof, and a modern brick and glass vestibule located north of the church. Building has been significantly altered. Vinyl siding on facade. Large fixed picture window with single sidelights in center bay of first story; one-over-one vinyl windows in flanking bays. Overhanging second story with centered pointed arch cutaway

containing blank vinyl cover. Overhanging third story under gable. Front-facing gable dormer with paired vinyl windows on side facing gable roof above modern vestibule.

*History*: By circa 1895, the Church of the Epiphany had a religious complex containing the church, Sunday school, and rectory (see below).

**1517 Main Street**
*Property Name:* Church of the Epiphany Rectory
*Date of Construction*: ca. 1895
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-17
*Description*: A two-and-a-half-story, three-bay Tudor Revival commercial building with an asphalt-shingled hipped roof descending into paired front-facing gables above the facade. Stucco walls and brick details above a concrete foundation and a base of brick on the first story. Full-length brick half-wall with stone cap across first story; partially enclosed with aluminum-framed, plate-glass storefront windows. Simple stucco opening for full-glazed aluminum entry door in north bay. Full-length shed roof over storefront. Metal windows with brick lintels, sills, and quoining in second story; small, nine-pane window in center bay; paired twelve-pane casement windows with six-pane transoms in outer bays. Small aluminum vent in half-story below each gable. Simple wood vergeboard along roofline of entire facade.

*History*: Constructed circa 1895, this was the former rectory for the Church of the Epiphany.[27] It was likely converted to commercial use around 1930; a building permit from this date demonstrates that a metal electric sign was installed on the building by Clinton N. Daggett in that year.[28] No records could be found on the installation of the shed roof.

**1521 Main Street**
*Property Name:* Manufacturers & Traders Trust Co.
*Date of Construction*: ca.1952
*Status*: one contributing building
*Parcel Number:* 144.54-2-18
*Description*: A one-story, three-bay commercial building with a flat roof and tan brick walls on a concrete foundation. Recessed entryway in center bay with curved brown marble walls, paired full-glazed aluminum doors with sidelights, and tall transoms covered by vinyl panels. Stucco sign panel with flanking bays above the recessed entryway. Each flanking bays is brick with a single rectangular aluminum window. Roof is capped with aluminum coping.

[27] Sanborn Map Company. Niagara Falls, Niagara County, New York, 1897. (New York: Sanborn Map Company, 1897), Sheet 42.
[28] City of Niagara Falls permit office, 1930.

*History*: As part of a mid-century push to expand its size and influence through the creation of branch locations, Manufacturers & Traders Trust Co. began operating in the North End. The Buffalo-based bank, in operation since the mid-nineteenth century, experienced tremendous growth in the wake of World War II. Manufacturers & Traders Trust Co. entered into the North End market during this period of growth by opening this one-story brick commercial building at 1521 Main Street towards the southern end of the district.[29]

**1601 Main Street**
*Date of Construction*: ca. 1960
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-19
*Description*: A one-story, three-bay commercial building with a flat roof and buff Roman brick walls on a concrete foundation. Symmetrical facade that recesses at angles toward a central entryway. Entryway contains full-glazed aluminum doors with large transoms above. Aluminum-framed, plate-glass storefront windows in flanking bays: north bay contains three plate glass windows with transoms above; south bay contains four plate glass windows without transoms. Aluminum awning above.

**1605-1607 Main Street**
*Property Name:* Converse Press/Converse & Kellick
*Date of Construction*: ca. 1900
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.54-2-20
*Description*: A two-story, three-bay frame commercial building with a flat roof and significant alteration on the second floor. Storefronts in each bay of the first floor with vinyl vertical board siding. Aluminum-framed, plate-glass storefront windows with transom panels above; recessed entryways centered in the north and south bay with full-glazed aluminum doors. Brown brick piers separate each bay. Short asphalt shingle shed roof between stories. Second story has blue trowel-swept stucco applied and a single vinyl one-over-one window in each bay. Terminates in a vinyl-clad cornice. North side elevation covered in cement-asbestos shingles with irregularly placed windows of varying sizes.

*History*: Converse Press was a printer and stationery store. The company later changed its name to Converse & Kellick and in 1926, Grace Converse, Albert Kellick, and William Kellick were the proprietors.[30]

[29] Richard C. Brown and Bob Watson, *Buffalo: Lake City in Niagara Land* (Buffalo: Windsor Publications, 1981), 294-296.
[30] Niagara Falls City Directory, 1926, 388; 1929, 220.

**1611 Main Street**
*Property Name:* Burger King
*Date of Construction*: 2016
*Status*: one non-contributing building
*Parcel Number:* 144.54-2-21

*Description:* One-story, two-bay commercial structure clad in tile and stone that was constructed outside of the Period of Significance.

**1631 Main Street**
*Property Name:* Cataract National Bank
*Date of Construction*: 1924
*Status*: one contributing primary building
*Parcel Number:* 144.54-2-23.1
*Architects:* Simon and Russell Larke[31]
*Description*: A two-story, three-bay by five-bay Neoclassical style commercial building with a flat roof and sandstone elevations on a stone foundation. Four sandstone piers articulate the bays on the facade. The center bay contains paired full-glazed aluminum doors with a single transom window above and sandstone surrounds in the first story, sheetrock panels in the second story, and a sandstone spandrel with a circular relief above. Bays adjacent to the entryway each have rectangular aluminum windows, sheetrock panels, and identical spandrels above. Sandstone entablature across the third story has an architrave with multiple fasciae and circular reliefs that correspond to each pier, a plain frieze, and a denticulated cornice with small grotesques above each circular relief. Six piers articulate the bays on the north elevation fronting on Michigan Avenue, which repeats the pattern, detail, and ornament of the facade. The end piers contain small vertical windows with metal security screens with a doubled Greek/St. Andrew's cross pattern.

*History*: Frank Jenss led an organization of business leaders in the foundation of Cataract National Bank in 1922. The construction of the bank at 1631 Main Street two years later led to its success as a savings and loan institution. In 1927, the bank consolidated with the Bank of Niagara to form the Power City Trust Company, and the building at 1631 Main Street became a branch location. The Power City Trust Company later merged with a number of other banks in Niagara Falls, including the People's Bank of Niagara Falls in 1931, while retaining the same name, thereby becoming the dominant banking institution in Niagara Falls prior to its merger in the early 1950s with Marine Midland Bank.[32] The bank was designed in the Neoclassical style by local Niagara Falls architects, Simon and Russell Larke. Briar Hill Sandstone was utilized for all exterior walls.

[31] *Michigan Manufacturer and Financial Record,* Vol. 37. (United States: Manufacturer Publishing Company, 1926), 55.
[32] "New Cataract National Bank," *Niagara Gazette,* Jan. 5, 1922; "Banking History Index of City's Marvelous Development," *Niagara Gazette*, June 13, 1931; "Howard E. Morrill, Retired Banker, County Official, Dies," *Niagara Gazette,* April 25, 1963.

**1701 Main Street**
*Date of Construction*: 1971
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-32
*Description*: A one-story Modern style corner commercial building with a painted concrete block and extruded brick pattern and a flat roof. It is composed of a west-facing storefront, a south-facing storefront, and a southwest-facing corner storefront. All of the window openings are covered with plywood or aluminum siding, except for the windows that flank the corner entrance, which have a simple etched border. Unlike the other entrances, the west-facing entryway is recessed and closed by an aluminum glass door. The south elevation fronting on Michigan Avenue features three vertical openings infilled with brick above and below small boarded windows.

**1711 Main Street**
*Property Name:* Bellevue Theatre/Rapids Theatre
*Date of Construction*: 1921
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-33
*Architect:* Leon H. Lempert & Son Theatrical Design
*Description*: A two-story, sixteen-bay brick Colonial Revival style theater and commercial building of rectangular plan with a flat roof. The facade is divided into three units: a four-bay central entry for the theater flanked by six-bay storefront wings on either side. The theater entrance projects slightly from the rest of the facade. Both first-floor storefronts have been altered with newer brick infill featuring a center recessed entrance between pairs of fixed single-light metal windows. The recessed theater entrance consists of four metal doors on a slant under a replacement marquis. Simple one-over-one metal sash are located in the openings on the second story, with a continuous stone sill and flat brick lintels above the storefront wings. The windows of the four-bay center unit have stone frames and the upper sash are interrupted by a stone belt course. A second belt course continues along the entire facade below a stone cornice. The center unit is topped by a decorative brick parapet. The exposed south elevation features hollow tile block beneath tile copings, with large brick pilasters that do not quite extend to the roof. A mid-level door that exits onto an exterior metal staircase is the only opening.

*History*: Originally named the Bellevue Theatre upon its opening, this building was designed by the Rochester firm of Leon H. Lempert & Son, which specialized in theatre design. Local builders and former architects Wright and Kremers constructed the building. The name of the building was later changed to the Rapids Theatre.

**1801 Main Street**
*Property Name:* Endicott Johnson Co.
*Date of Construction*: 1925, facade possibly altered in the 1930s
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-14
*Description*: A two-story, six-bay commercial building of rectangular plan with a flat roof. The original gray brick facade has been clad in Indian limestone panels. Two large square concrete columns support a recessed aluminum storefront with an aluminum glass door under a two-light wood transom. A second decorative wood entrance is located in the northernmost bay. The second story consists of a series of six, equally spaced, one-over-one vinyl windows divided by smooth stuccoed panels.

*History*: The first company to occupy this building was the Endicott Johnson Co.[33]

**1809 Main Street**
*Property Name:* Elbe Building
*Date of Construction*: ca. 1905
*Status*: one contributing primary building
*Parcel Number:* 144.54-1-12
*Description:* A three-story brick Classical Revival-style commercial building of rectangular plan six bays wide by seven bays deep with a flat roof. The facade features an off-center recessed entrance with aluminum glass door and display windows that wrap around the west side of the north elevation. Four short and very wide fluted pilasters divide the storefront bays on the first story, one at the corner, two on the façade, and one on the north elevation. A second entrance is located at the south end of the facade between one of the squat fluted pilasters and a taller, narrower pilaster with a different profile. The north elevation fronting on South Avenue features four high windows infilled with brick, a brick-filled doorway framed by tall, narrow pilasters, and a third entrance. The second and third stories are separated by a lintel course and a sill course with shallow sunken panels of brick between the window openings above and below, which are filled with one-over-one vinyl windows. On the facade, the two middle bays are oriel windows that extend the height of the second and third stories. The aprons between second and third story oriel windows contain an arabesque within a diamond. Two matching oriel windows are located on the north elevation. The building is topped by a wide, overhanging cornice with modillions.

*History*: This building is listed as the "Elbe Building" in the Niagara Falls City Directories. Henry Elbe and his son, Max, were in the jewelry business in Niagara Falls although they did not house their businesses in this building.

[33] Niagara Falls City Directory, 1926-27, 253.

**2019 Main Street**
*Property Name:* Kraegel Block[34]
*Date of Construction*: 1925
*Status*: one contributing primary building
*Parcel Number:* 144.46-2-11
*Description*: A two-story, three-bay red brick commercial building of rectangular plan with a concrete foundation, flat roof, and eclectic detailing. The first floor features two storefronts with recessed entries that are slightly angled to the northwest. Multi-light leaded clerestory windows are located above each storefront, which is framed by cast-stone panels. What appears to be a third entrance in the southernmost bay has been converted into a window. On the second floor, three-part wood windows with transoms are located in each bay and feature wide cast-stone sills, lintels, and quoining. A date stone inscribed "1925" is located above the center window and flanked by cast-stone diamonds. The parapet is stepped, with half-moon cast-stone ornamentation.

*History*: Jenss Bros. Department Store operated in the Kragel Block between 1909 and 1916.[35] In 1926, the Kraegel Block housed several apartments, the Servis Sign Co. and the Union Credit Clothing Co.

**2021 Main Street**
*Date of Construction*: 1946
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.46-2-12
*Description*: A one-story brick restaurant building of rectangular plan with a flat roof that has been significantly altered. The building is set at the rear of the lot, and is fronted by a lawn and concrete entrance sidewalk. The facade consists of metal ribbon windows and a centered metal door with sidelights, and is clad in diagonal wood paneling beneath a steep awning of vertical wood paneling.

*History*: In 1946, this building housed a children's shop and a jeweler.[36]

**2025 Main Street**
*Property Name:* Fink's Block
*Date of Construction*: ca. 1850; alterations 1923, 1928, and 1929
*Status*: one contributing primary building
*Parcel Number:* 144.46-2-13
*Description*: A three-story, four-bay by ten-bay stone Italianate style commercial building of rectangular plan with a hipped roof. The ashlar is laid in regular courses with beaded mortar joints on the facade and north

[34] Niagara Falls City Directory, 1926-27, 253.
[35] "Jenss Brothers in Their New Store," *Niagara Gazette*, Aug. 3, 1909.
[36] Niagara Falls City Directory, 1946, 520.

elevation fronting on Niagara Avenue; however, the south elevation is uncut rubble in irregular courses with some intact stucco. On the facade, the ground-floor storefront has been finished with stucco, and aluminum windows and a recessed door are located in the northern two bays. An awning covers this portion of the first story and wraps around to the north elevation, where the stucco continues across the seven western bays, only interrupted by a modern glass door. A second storefront is located in the three easternmost bays, consisting of a centered and slightly recessed modern sash door flanked by display windows and clad in red brick veneer. The second and third stories are identical on both elevations, featuring one-over-one metal replacement sash with cast-iron sills and pedimented hoods. The overhanging eaves are unadorned. This building sits on the same parcel as 909 Niagara Avenue and is connected to the Niagara Avenue building on the second floor.

*History*: This mid-nineteenth century stone building was known as Fink's Block.[37]

**2105-2107 Main Street**
*Date of Construction*: ca. 1925
*Status*: one non-contributing building (loss of integrity)
*Parcel Number:* 144.46-1-43
*Description*: A one-story brick building with a flat roof, two separate storefronts, and a filled-in entrance in the northernmost bay with significant alterations. Upper portion of facade stripped of all ornamental brick. Storefront on southern portion of the building has been completely altered and retains no historic fabric.

**2109 Main Street**
*Property Name:* Brown's Block
*Date of Construction*: 1890
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-42
*Description*: A three-story, five-bay commercial building of rectangular plan with a flat roof. The first story is composed of two recessed storefronts, both of which have been updated with metal display windows, and a metal sash door to the upper floors at the southern end of the facade. The southern storefront entrance has been altered into a window. Large sign panels consisting of small terra-cotta tiles are located above the storefronts. The second and third stories are red brick with stone accents. The window openings are segmentally arched with bonded arch lintels on the second and third floor, both with stone skewbacks, stone sills, and brick corbeling above the openings. The windows are vinyl one-over-one replacements with transoms. Each bay is divided vertically by thin brick pilasters that extend to the top of the wall where a large, highly decorated metal cornice tops the building.

[37] Niagara Gorge Corridor Design Report/Environmental Assessment, Appendix G," PanAmerican Consultants Inc., August 2015, 4-8.

**2119 Main Street**
*Date of Construction*: ca. 1885
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-16
*Description*: A three-story, three-bay red brick Romanesque Revival style commercial building of rectangular plan with a flat roof and Italianate detailing. The first story is composed of a single, highly modified storefront with a centered and slightly recessed glass door with sidelight and dome awning. The window openings on either side of the entrance have been altered with smaller single-light windows and the excess space filled in with a stucco-like coating. The second-story one-over-one metal windows are segmentally arched with transoms, while the third story windows feature round arches, also with metal one-over-one sash and transoms. Both upper stories have stone sills and skewbacks. The bays of all three stories are divided by thin brick pilasters that extend from the ground floor to the round-arch windows on the third story, forming an arcade. A decorated metal cornice tops the building.

**2127 Main Street**
*Property Name:* Colt Block
*Date of Construction*: ca. 1855; alterations 1926, 1928, and 1931
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-13
*Description*: A three-story, twelve-bay by eight-bay stone ashlar commercial building of rectangular plan with a flat roof and Greek Revival and Italianate detailing. Four storefronts are located on the stuccoed first floor of the west-facing facade. The two southernmost storefronts feature groupings of three non-historic single-light windows without entrances. The two northernmost storefronts consist of a central entrance closed by a glass door and flanked by non-historic windows. All four storefronts are covered by individual waterfall awnings. On the north elevation fronting on Ontario Avenue, there are five irregular openings on the first floor with wide flat lintels. One of these openings is a recessed entrance, while the rest are former entrances, window openings, or storefronts that have been infilled with non-historic windows and clapboard siding. On the facade, a stone sill course divides the second story from the first and features one-over-one metal sash with flat stone lintels below recessed rectangular panels. With the exception of the sill course, this pattern is repeated on the north elevation. A second sill course runs along the third story windows on both elevations, which are one-over-one metal sash with transoms and flat stone lintels. A bracketed cornice is located above both elevations.

*History*: Leander Colt, a successful hardware merchant who served as the postmaster for the area, constructed the Colt Block at the intersection of Lewiston Road and Ontario Avenue in ca.1855, making this large commercial block one of the oldest known extant building within the boundaries of the Main Street Historic District. The Colt Block accommodated Colt's own hardware concern, as well as the Suspension Bridge Post Office, and a large meeting hall. Many other businesses later occupied storefronts in the building in the

nineteenth century, including a tailor, a jeweler, and a shoe store; both the *Niagara City Herald*, and later, the *Suspension Bridge Journal* occupied space on the second floor.[38]

## Niagara Avenue – North Side

**800 Niagara Avenue**
*Property Name:* Whitewater Towers/Henry E. Wrobel Towers
*Date of Construction*: 1974
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-1
*Description*: A thirteen-story, fifteen-bay by ten-bay International Style apartment complex of L-shape plan with a flat roof. The concrete building has strong horizontal and vertical elements. The first story is composed of an east-facing main entrance under a flat concrete canopy with additional entrances located on the north, south, and east elevations. The ground-level bays feature a grouping of two one-over-one sashe with fixed sidelights and transoms within each opening. Pairs of ground floor bays are divided by a simple engaged column and share a tile spandrel. The upper floors are all identical to one another and consist of pairs of one-over-one sashe with fixed sidelights within each opening above recessed concrete spandrels.

*History*: This Niagara Falls Housing Authority project was managed by Sanders & Associates, developer, and built by the Albert Elia Construction Company.

## Niagara Avenue – South Side

**855 Niagara Avenue (also known as 2018-2020 Main Street)**
*Property name:* Silberberg Bros. Department Store
*Date of Construction*: 1923; altered 1927 and circa 1971
*Status*: one contributing primary building
*Parcel Number:* 144.46-1-46
*Description*: A two-story, four-bay by four-bay brown brick building executed in the early twentieth-century commercial style. It has a rectangular plan with a flat roof. Two of the recessed entrances to the storefronts on the east-facing facade are intact, as is a storefront on the north elevation fronting on Main Street. Polished granite panels and glass block are located beneath the display windows. The rest of the ground story is boarded. A shallow cornice with small dentils divides the first and second stories. Decorative, flush brickwork delineates the openings, which contain ribbons of wood windows in groupings of three or four, alternating between a large

[38] *History of Niagara County, New York*. (New York: Sanford & Company, 1878), 327; Judith Wellman, "Survey of Sites Relating to the Underground Railroad, Abolitionism, and African American Life in Niagara Falls and Surrounding Area, 1820-1880," Niagara Falls Underground Railroad Heritage Area Management Plan, April, 2012, 127-128.

fixed sash and a shorter fixed sash with a leaded transom above. Two of the three openings in the north elevation are bricked closed. Above the flat soldier course lintels, there are flush brick panels forming a diamond within a square. A slender stone stringcourse runs beneath the parapet. Rear one-story brick wings with tile coping, rear chimney and infilled windows and doors.

*History*: This building was constructed by the Silberberg Bros. in 1923.[39]

**909 Niagara Avenue**
*Date of Construction*: ca.1925
*Status*: one contributing primary building
*Parcel Number:* 144.46-2-13

*Description*: A two-story, four-bay brown brick and tile commercial building of rectangular plan with a flat roof. The first story is composed of two storefronts with different treatments around the glazing, including wood paneling and brick. A third entrance with transom is located at the western edge of the facade, leading to the second floor. There is no division between the first and second stories. All of the windows on the second floor are different, in the size of the openings, the location of the openings, and the type of window, including single, double, and triple one-over-one replacement sash with stone sills and a soldier course lintel that runs the length of the facade. Between this course and a shallow corbeled cornice, there are three small cast-stone diamonds. This building sits on the same parcel as 2025 Main Street and is connected to the Main Street building on the second floor.

*History*: David Bischara had this building, with two storefronts and apartments above, constructed circa 1925.[40]

**Ontario Avenue – North Side**

**908-918 Ontario Avenue**
*Property Name:* The Brown Building
*Date of Construction*: 1926
*Status*: one contributing primary building
*Parcel Number:* 144.38-2-35
*Description*: A two-story, eight-bay by five-bay red brick commercial building of rectangular plan with a flat roof. The ground story features a doorway to the second floor and four storefronts on the south elevation, a corner storefront that faces southwest. The replacement storefronts feature recessed entrances and individual shed awnings and are divided by brick pilasters with cast-stone capitals. Some of the windows are covered in

[39] City of Niagara Falls permit, 1923.
[40] City of Niagara Falls permit, 1925.

vinyl siding and one of the entrances has been altered into a window. The west elevation features two entrances fronting on 9th Street. The easternmost entrance features a partially glazed aluminum door with filled in transom and a cast stone plaque above. Directly to the west is a vinyl-covered bay with cast stone sill and a small vinyl-covered vent. The entrance to the west contains a double aluminum door in a vinyl-clad surround.The second story features on both the south and west elevations contain a variety of openings including vinyl-covered, single, double, and triple windows with replacement one-over-one sash. A cast-stone sill course runs beneath the windows and recessed brick panels are located above, with cast-stone plaques at the center and the corners. A simple cast-stone cornice is located mid-way up the parapet

*History*: Known as the "Brown Building," this building housed the Main Tobacco Co., National Lunch, and the Brown apartments above.[41]

## Pierce Avenue – North Side

**832 Pierce Avenue**
*Property Name:* Kruger Motor Sales Company, auto service garage
*Date of Construction*: 1945
*Status*: one contributing primary building
*Parcel Number:* 144.62-2-14
*Description:* A two-story, six-bay steel frame industrial building designed in the Neoclassical style, clad in concrete with a flat roof and a rectangular footprint resting on a stone foundation. Two-story, fluted concrete pilasters articulate the bays; paired pilasters bisect the building. Partially glazed garage doors with glazed panels occupy the center bay of each half of the first story; storefront containing aluminum-framed, plate-glass windows, and partially glazed steel door with transom in northernmost bay; all other bays covered with plywood or aluminum shutters. Tripartite steel windows over concrete spandrels with fluted motifs in each bay of the second story; windows on the western half have three vertically aligned sash with sidelights; windows on eastern half have four vertically aligned sash. Second story capped with a concrete parapet.

*History*: see 835 Willow Avenue for the history of the site.

[41] Niagara Falls City Directory, 1929, 243.

## Portage Road – East Side

**1317 Portage Road**
*Property Name:* Young Men's Christian Association of Niagara Falls
*Date of Construction*: ca. 1960
*Status*: one contributing primary building
*Parcel Number:* 144.14-1-15
*Description:* A four-story, seven-bay tan brick and cast-stone International Style office building on half-story raised basement with a flat roof and a projecting flat roof over the entry. Entryway with glazed aluminum double doors and transom and green marble cladding in surrounding bay. Bands of aluminum ribbon windows with transoms, cast-stone stills, and cast-stone belt courses above on all floors. Heavy mullions articulate bays between windows. Full-height brick piers on either side of facade. Projecting roofline is capped in aluminum coping. Chimney on north side.

*History*: This building was constructed as an addition to the YMCA at 1329 Portage Road. It contained a pool and housing for transient men.

**1329 Portage Road**
*Property Name:* Young Men's Christian Association of Niagara Falls
*Date of Construction*: 1924, addition ca. 1940
*Status*: one contributing primary building
*Parcel Number:* 144.14-1-15
*Description*: A two and one-half story, three-bay brown brick Tudor Revival building on half-story raised basement with hipped roof added c.1940s. Lancet arch entryway, terra-cotta enframement with quoining, hood molding, and quatrefoil details in spandrels. Full-glazed aluminum double doors with arched divided light transom above. Paired one-over-one aluminum windows with transoms and terra-cotta surrounds with hood molds and quoins. Stone belt courses between stories; parapet with false crenellations above second story. Hipped roof with asphalt shingles and three shed roof, vinyl-sided dormers with one-over-one aluminum windows. Chimney on north side.

## Willow Avenue – South Side

**835 Willow Avenue**
*Property Name:* Krueger Motor Sales Company, auto sales and service building
*Date of Construction*: ca.1924
*Status*: one contributing primary building
*Parcel Number:* 144.62-2-8

*Description*: A one-story, three-bay brown brick building executed in the early twentieth-century commercial style with a flat roof and concrete foundation in a rectangular plan. Recessed corner entryway with wood slab door covered with painted plywood on east end. Two large storefronts covered with painted plywood with black square tile bases in center; smaller storefront with recessed full-glazed wood door and transom and large plate-glass windows in west bay. Brick piers separating storefronts. Soldier belt course and attached steel awing frames above. Shallow wood cornice topped by a brick parapet with stone coping cap the facade.

*History*: This was the first building occupied by the Krueger Motor Sales Company; it functioned as the auto sales and service building. The building was constructed with large storefront windows to showcase automobiles on display inside. By the 1940s, the company expanded and operated an auto service garage at 832 Pierce Avenue and a Pontiac Dealership at 1316 Main Street (these two other buildings are listed above).[42]

[42] "Krueger's Opening Is Great Success," *Niagara Gazette*, Sept. 26, 1927; "Big Expansion of Krueger Co. Is Announced," *Niagara Gazette*, Dec. 31, 1945.

**Statement of Significance:**

The Main Street Historic District is significant as one of the most intact commercial corridors in the city of Niagara Falls, New York, retaining a collection of resources that spans the era during which the city of Niagara Falls was at the height of its prominence and success during the mid-nineteenth and well into the twentieth century. The Main Street Historic District is significant under National Register Criterion A in the area of Commerce and Community Development for its association with the growth and expansion of the North End of the city of Niagara Falls during its years of economic success, subsequent decline, and efforts at rejuvenation. The district also is significant under Criterion C in the area of Architecture for its collection of nineteenth and twentieth-century architecture, which ranges from modest, stone-constructed commercial buildings to high-style architect-designed public buildings. The district encompasses sixty-six properties, primarily commercial and public buildings, stretched along and adjacent to the historic commercial Main Street corridor. The North End of the city was formerly known as Suspension Bridge. Suspension Bridge and the city of Niagara Falls initially developed as separate entities, with distinct business districts, and the two settlements sat on either side of Clarksville, a much less developed hamlet between Pierce Avenue and Cedar Avenue. When Suspension Bridge was absorbed by the city, Niagara Falls had two main streets serving different communities. While mid-twentieth century Urban Renewal initiatives left little historic fabric intact in downtown Niagara Falls, in the southern end of the city, the commercial area on Main Street in the North End survived and remains intact within the historic district. The Main Street Historic district also evolved around one of the most important ports of entry in New York in the mid-nineteenth century and one of the best-known railroad points in the east by 1870. German and Irish laborers settled in the Suspension Bridge area for work on the railroad and stable residential blocks fanned out on both sides of Main Street, providing a population base to support a commercial district.[43] After the Civil War, the use of hydroelectric power expanded industrial production and opened national markets for the region's products, further establishing a local moneyed clientele for goods and services on the district's Main Street. The Main Street Historic District experienced substantial growth and the complete build-out of the district in the early twentieth century.

The growth of the car culture after World War II (1930-1957) ultimately contributed to the decline of the district as new commercial ventures located themselves in the growing suburbs. Local governmental efforts to solve this issue were unsuccessful. Additionally, the collapse of industry in the 1950s-60s affected the residential base as people moved away and the population declined.[44] Around the same time, consolidations and changes in the railroad industry negatively impacted the district when train service to the area ceased in

[43] "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls, Niagara County, New York," City of Niagara Falls Department of Community Development, Office of Planning & Environmental Services & New York State Office of Parks, Recreation and Historic Preservation, March 2005, (3-21:3-22).

[44] These figures apply city-wide, but reflect what was happening in all areas and would likely have affected the North End. https://www.thenewshouse.com/borderlines/buffalo-niagara-falls-historic-renewal/; William Tuohy, "Niagara Plans Redevelopment of Tourism," *Journal News,* May 13, 1972, 11.

1961, removing another source of employment for the district's residents.[45] A last attempt was made to revitalize the district in the early 1970s when the city supported three immense community development and modernization projects. The city-funded, architect-designed Earl W. Brydges Library; the state-funded, architect-designed Harry F. Abate Elementary School; and the Niagara Falls Housing Authority-funded Whitewater/Wrobel Towers (a senior housing complex), were all built by 1974.[46] Although the construction of these buildings did not reverse the decline of the area, they framed the north and south ends of the historic corridor in prominent examples of Modern architecture, as well as providing incentives for pedestrian travel through the district. Historically, they provide important context for the city's efforts to revitalize this urban neighborhood and demonstrate its faith in urban renewal programs, while also illustrating the evolution of the Main Street Historic District in the second half of the twentieth century.

The district is also locally significant under Criterion C in the area of architecture as a largely intact commercial corridor that retains a historic streetscape and buildings illustrating the growth and development of the North End of the city between 1855 and 1974. The fifty contributing resources in the district retain integrity of design, materials, and craftsmanship, and, as a group, retain integrity of setting and location. The district comprises representative examples of popular national architectural styles including Greek Revival, Gothic Revival, Italianate, Romanesque Revival, Classical Revival, and Beaux-Arts, as well as some important examples of mid-twentieth century Modern architecture; many are designed by notable architects.

The period of significance extends from 1855-1974 and encompasses the development of the district over several different eras: early urbanization; the advent of the car culture; the decline of commerce and industry; termination of railroad service; and modernization and community development initiatives. The period of significance ends in 1974, with the completion of Whitewater Towers/Henry E. Wrobel Towers by Sanders & Associates. The project was the final major revitalization project completed by the City of Niagara Falls in the Main Street District.[47]

## HISTORY OF THE MAIN STREET HISTORIC DISTRICT

The significance of the district under Criterion A falls under two broad, related themes. The urbanization and commercialization of the area (1855-1957) occurred in step with the rise and subsequent obsolescence of

[45] For seventeen years, there was no rail service to the area until Amtrak began providing service in 1978. http://www.greatamericanstations.com/stations/niagara-falls-ny-nfl/; https://www.niagara-gazette.com/opinion/higgs-all-aboard-for-the-falls-railroad-era/article_d1d071cc-f717-11e6-a31a-d3b010c636dc.html.

[46] "High-rise housing site set," *Niagara Falls Gazette*, September 8, 1972, 16; Tom Yots, phone interview with Angelo Massaro, former director of the Urban Renewal Agency in Niagara Falls, NY, September 17, 2019.

[47] According to Angelo Massaro, director of the Niagara Falls Urban Renewal Agency in the late 1970s-1980s, no urban renewal funds were utilized in the Main Street Commercial Corridor of the district during his tenure. Tom Yots, phone interview with Angelo Massaro, former director of the Urban Renewal Agency in Niagara Falls, NY, September 17, 2019.

railway transit in the United States. During this time, the surrounding area grew from a frontier settlement into a dense urban environment with numerous blocks of commercial, residential, civic, institutional, and religious buildings. This transition includes the incorporation of the City of Niagara Falls, which occurred in 1892. The character of commerce and the built environment transitioned around the middle of the twentieth century during an era defined by the advent of car culture in the United States. This period culminated in a coordinated effort to demolish dozens of residences on plots directly adjacent to the district and construct four large parking lots to provide infrastructure to support motorists and promote patronage to the district's commercial enterprises.

The second thematic period of development in the Main Street Historic District begins with the collapse of industry and changes in the railroad industry in Niagara Falls and concludes with several community development initiatives undertaken by the City of Niagara Falls and the State of New York (1957-1974).

**The Origins of the Main Street Historic District**

By the second half of the eighteenth century, a complex network of relationships existed between the Seneca Nation, the British Colonial Government, and various private interests along the eastern bank of the Niagara River. Due to the difficulty of navigating the Niagara River, traders in the area established a portage route between Lake Erie and Lake Ontario, increasing the value of the mile-wide strip of property along the river and defining the economic landscape of the area. This portage route connected Lewiston and Fort Schlosser by way of the path that later became Portage Road and Lewiston Road (present-day Main Street) to the north. Following the conclusion of the Revolutionary War and the Treaty of Paris in 1783, the State of New York took control of all of the land within one mile of the bank of the Niagara River, then referred to as the "Mile Reservation," and at the beginning of the nineteenth century, the state divided it into lots and auctioned it off to several private citizens.[48]

Before 1845, three landowners held a title to land in the district: Elihu P. Graves and Orson Childs owned farms in the area, and a man named Williamson owned the remainder.[49] The farmhouses of Graves and Childs were the first recorded buildings in the district, and, in the subsequent years, residents of the Niagara Frontier frequented a hotel constructed near the mineral springs alongside the future site of the suspension bridge over the river. The initial development of the Main Street Historic District was a result of two transportation routes that cut through the area: Lewiston Road (present-day Main Street) connected the Village of Manchester to the south and the Village of Lewiston to the north, and, after its completion in 1838, the Lockport and Niagara Falls

[48] "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 3-7:3-8; *History of Niagara County, New York*, 83-87.
[49] *History of Niagara County, New York*, 319; Helen Bridgman Smith, "First Fifty Years of Suspension Bridge, Now Niagara Falls, 1845-1892,"1, Niagara Falls Library Archives, Niagara Falls, New York.

Railroad (later consolidated as part of New York Central Railroad) ran along the banks of the Niagara River to connect the Village of Lockport and the terminus of the Buffalo and Niagara Falls Railroad.[50]

Before major infrastructural developments that occurred around the middle of the nineteenth century, the district area remained sparsely settled. The events that occurred between 1845 and 1848 signaled the beginning of a period of investment in the area that resulted in several influential construction projects. During that period, a group of businessmen led by Colonel John Fisk of Rochester formed the Bellevue Land Company in order to prepare for the development of the area by laying out lots and organizing infrastructural enterprises (Figure 1). The company built an access road from the current site of the Whirlpool Bridge down to an eddy along the bank of the Niagara River and constructed the original *Maid of the Mist* to ferry passengers across the river to Canada. Meanwhile, C. H. Witmer and his sons constructed a grist mill in the area. The International Suspension Bridge company organized in 1847 to construct a bridge across the Niagara, and, in 1848, an effort led by civil engineer Charles Ellet resulted in the completion of the first iteration of the suspension bridge, capable of supporting carriage travel between the United States and Canada.

The completion of Ellet's bridge ushered in the early stages of Niagara Falls as an admittance point for goods and passengers coming from Canada. On the American side, this pioneering structure encouraged the development of the small community known as Suspension Bridge to provide services for tourists and trade. Settlement had been slow in this area before the construction of the bridge. However, once the bridge was completed, settlers began rapidly moving to the area and construction began on several hotels and commercial buildings for use as groceries, restaurants, and dry goods. The organization of a school and a post office occurred around 1849, and, when the area incorporated as the Village of Niagara City in 1854, the population had grown to 827.[51]

**The Construction of John A. Roebling's Suspension Bridge (1852-1855)**

In order to accommodate increasing trade and tourism across the border, the construction of a much more robust bridge for both carriage and rail traffic was needed. In 1855, John A. Roebling replaced the first light structure with a new suspension bridge that met these requirements (Roebling, a German-born civil engineer was responsible for the design of the Brooklyn Bridge). The bridge took years to complete, and, during the construction period, several railroad companies invested in the area, driving a sharp increase in property values around the bridge. In her historical overview, Helen Bridgeman Smith describes the effect the construction of Roebling's suspension bridge had on the development of the surrounding area:

[50] Smith, "First Fifty Years of Suspension Bridge," 1; *History of Niagara County, New York*, 319; Henry Varnum Poor, *History of the Railroads and Canals of the United States, Volume 1* (New York: John H. Schultz & Co., 1860), 306.
[51] *History of Niagara County, New York,* 322; "Niagara Falls," *New York Observer*, Feb. 28, 1846; "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 4-4.

> With the expansion of railroads in Suspension Bridge, business began to flourish rapidly on Spring Street (now Whirlpool Street) and was referred to as "Under the Hill." It was crowded with carriages of tourists and property seekers. Property was bought in the morning and sold in the afternoon at a large profit. The businesses now moved to the top of the hill, Lewiston Avenue, as it was then called, but is now North Main Street. Spring Street is now only a block long…[52]

The completion of Roebling's suspension bridge in 1855 marked the beginning of a period of intense urbanization and commercialization in the district that endured for several decades. By the time of the completion of the bridge, six railroad companies connected the emergent settlement to the growing national transportation network, and settlement along Lewiston Avenue continued at a rapid rate.[53] The town of Suspension Bridge now supplanted Lewiston, several miles downriver, as the official port of entry from Canada. Due to the influence of the suspension bridge and its place in the making of local identity, the area simply became known as Suspension Bridge.[54]

**Commercial Expansion in the Nineteenth Century (1855-1899)**

As American settlement moved westward, settlers focused their efforts and resources on the construction of centralized towns in order to distinguish their locales and foster economic enterprise. As a result, the prosperity of a settlement depended on the presence of an attractive and concentrated built environment for conducting commerce, which often took the form of a dense business district oriented along a single axis. Architectural historian Richard Longstreth summarizes the pattern of development:

> Even in the frontier town, many of the earliest and finest permanent buildings were erected to house commercial enterprises. Businesses were intentionally clustered in more or less central districts. This was not only instrumental in giving a town its identity, but also provided a focus for its activities. Main Street became to America what the piazza was to Italy.[55]

Suspension Bridge developed similarly. As the village attracted railroad traffic, commercial activity in the village expanded to accommodate the influx of travelers. Much of the development in the area occurred in the commercial district that grew just south of the complex of railways serving the bridge along Lewiston Road. Leander Colt, a successful hardware merchant who served as the postmaster for the area, constructed the Colt

[52] Smith, "First Fifty Years of Suspension Bridge," 2.
[53] Smith, "First Fifty Years of Suspension Bridge," 3.
[54] The settlement was referred to colloquially as Suspension Bridge immediately following the completion of the structure, although the name of the village did not officially change until August of 1874. Thomas B. Lovell, "Old Suspension Bridge," *Daily Cataract*, Jan 21, 1899; "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 4-4: 4-5.
[55] Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture* (California: AltaMira Press, 1987), 13.

Block (2127 Main Street, extant) at the intersection of Lewiston Road and Ontario Avenue around 1855, making this large commercial block one of the oldest buildings within the boundaries of the Main Street Historic District. The Colt Block housed Colt's hardware concern, as well as the Suspension Bridge Post Office, and a large meeting hall where dances were held. Many other businesses later occupied storefronts in the building in the nineteenth century, including a tailor, a jeweler, and a shoe store, and both the *Niagara City Herald* and, later, the *Suspension Bridge Journal* occupied space on the second floor.[56] Fink's Block, another early large commercial building was constructed of stone and built nearby in the 1850s at 2025 Main Street (extant).

The specificity and density of the building forms along a typical historic main street distinguished a commercial district from the residential districts it served.[57] A map of properties in the area from 1860 depicts commercial buildings lining either side of Lewiston Avenue between Ontario Avenue and Niagara Avenue, while the remaining blocks of Lewiston Avenue remain much less densely settled (Figure 3). According to Smith, "There were five churches… twenty-eight stores, fourteen mechanic shops, two meat markets, one grist mill, and one sawmill" in Suspension Bridge during that time, and given the scope of construction in the area, the majority of this commercial activity likely took place along Lewiston Avenue. [58] One of the early churches was the First Congregational Church of Christ at 822 Cleveland Avenue (1855-1857, extant). As of 1860, the population of Suspension Bridge had grown to roughly 1,360.[59]

As the northern end of the district commercialized, a group of German laborers settled the southern end of Lewiston Avenue in Suspension Bridge. William O. Buchanan, a trustee of the International Suspension Bridge Company, purchased a large tract of land on the west side of Lewiston Avenue, along present-day Chilton Avenue. Buchanan divided his purchase into lots for sale to the stonemasons and carpenters who moved to the area to work on the many construction projects taking place in the village. Many of these laborers were German immigrants, and the area developed as an enclave known as the Old German Settlement. The Church of the Epiphany (1866, extant) was built at 1509 Main Street in the southern end of the district to serve the community. Bramer's Tavern (ca. 1875, extant), at 1402 Main Street, at the intersection of Lewiston Avenue and Pierce Avenue, represents a link between these early settlers and the Main Street Historic District: the building was constructed by Christopher Hiller, a German immigrant, and he and his descendants operated a tavern onsite until as late as 1993. The interior of the building remains largely intact in terms of its function as a

[56] *History of Niagara County, New York*, 327; Judith Wellman, "Survey of Sites Relating to the Underground Railroad, Abolitionism, and African American Life in Niagara Falls and Surrounding Area, 1820-1880," Niagara Falls Underground Railroad Heritage Area Management Plan, April, 2012, 127-128.
[57] Richard Francaviglia, *Main Street Revisited* (Iowa City: University of Iowa Press, 1996), xx.; Longstreth, *The Buildings of Main Street*, 16.
[58] Smith, "First Fifty Years of Suspension Bridge," 3.
[59] Wellman, "Survey of Sites Relating to the Underground Railroad," 30.

tavern. Many of the houses built by these early German settlers remain on the residential streets adjacent to the district.[60]

Several important developments occurred during the 1850s and '60s as construction along Lewiston Avenue accelerated and railroad transportation intensified. In 1855, George H. Hackstaff published the first issue of the *Niagara City Herald*, the first newspaper in Suspension Bridge, and by 1860, Hackstaff rented a portion of the second floor of the Colt Block for his newspaper. The earliest firefighting organization formed in 1856 and the company expanded and purchased state-of-the-art equipment the following year. After several years of intensifying international railroad traffic, the official port of entry was relocated to Suspension Bridge from Lewiston in 1863, formalizing the role of the settlement in the growing economic relationship between Canada and the United States.[61]

Railroad activity spurred by the completion of the bridge drove a major surge in the consumer base for the businesses along Lewiston Avenue. The historic account by Sanford & Company records the following description of the settlement in 1878:

> Suspension Bridge is one of the best-known railroad points in the East. It presents a scene of constant bustle and activity in all the departments of the railroad, express, freight, and telegraph interests… Trains are passing between the East and West by way of the great international bridge in numbers that are surprising to the stranger unaccustomed to the amount of business done here. All through the day, every day in the week, there is scarcely a quarter of an hour during which cars are not crossing and recrossing the suspension bridge, between this village and Clifton [in Canada].[62]

As a result of the constant activity of the railroad during the second half of the nineteenth century, the railroad industry became a major employer for residents in the area. Several auxiliary enterprises arose in the context of the transportation hub just outside the district, providing the basis for a consumer economy: in 1860, a large stockyard was built to the northeast of the district, and by 1875, several telegraph companies, coal yards, and railroad offices operated near the intersection of Lewiston Avenue and Ontario Avenue.[63]

Both the landscape of Niagara Falls and the business created by the port of entry brought a steady influx of visitors. Many of the travelers visiting the area were tourists drawn to the wonders of the Niagara Gorge; since

[60] Many early houses built by the German settlers are extant but due to alterations over time, are not eligible for the listing on the National Register of Historic Places; Marjorie Williams, "The Old German Settlement (1973)," Niagara Falls Library Archives, Niagara Falls, New York.
[61] *History of Niagara County, New York*, 323-324; Wellman, "Survey of Sites Relating to the Underground Railroad," 128; William Pool, ed., "Landmarks of Niagara County, New York" (Syracuse: D. Mason & Company, 1897), 222.
[62] *History of Niagara County, New York*, 322-323.
[63] D.G. Beers and W. Upton, *Niagara and Orleans County 1875* (Philadelphia: Beers, Upton & Company, 1875), Plate 44; *History of Niagara County, New York*, 322.

the cataracts upriver from Suspension Bridge entered the European consciousness in the seventeenth century, the area drew interest from adventure seekers and naturalists hoping to witness the spectacle. After its completion, Roebling's suspension bridge, considered an astounding feat of engineering, also drew interest in the area. Although the privileged who could afford long periods of leisure travel had been visiting the falls with some degree of regularity since the opening of the Erie Canal in 1825, tourism in the area began in earnest as a result of the railroad expansion to the Niagara Frontier. This affordable means of transportation was utilized by tourists who visited the area, in turn supporting a robust hotel business in the district. In the second half of the nineteenth century, more than ten hotels were constructed in Suspension Bridge, including the United States Hotel (not extant) on the east side of Lewiston Avenue between Ontario Avenue and Niagara Avenue. The tourists patronizing these hotels frequented the restaurants and shops of Lewiston Avenue, thereby adding to the local consumer base.[64]

American main streets grew in proportion to the populations of the municipalities they served, and as towns evolved into cities, multiple commercial corridors emerged to serve adjacent communities. As previously stated, Suspension Bridge and Niagara Falls initially developed as separate entities, with distinct business districts, and the two settlements sat on either side of Clarksville, a much less developed hamlet between Pierce Avenue and Cedar Avenue. Business between the two villages did not initially account for much economic growth, but as each settlement attracted more attention from tourists, an exchange between the two increased. The creation of a horse-drawn streetcar in 1883 further united the two settlements, and after each experienced major population growth in the 1870s and '80s, the distinctions between each area began to fall away. Businesses continued to develop in the district as well as a bank to support them. A three-story commercial building was constructed in 1885 at 2119 Main Street and in 1886, a group of business owners in Suspension Bridge, including Louis S. Silberberg and Konrad Fink, founded the Bank of Suspension Bridge (later renamed the People's Bank of Niagara Falls) at 1922 Main Street (not extant).[65] Shortly thereafter, around 1890, the Cataract Tea Company began operations at 1512-1514 Main Street and remained in the building through the early twentieth century.[66]

In 1892, Suspension Bridge and Niagara Falls reincorporated as the City of Niagara Falls, annexing Clarksville in the process. In the late 1880s, there was a mounting trend to merge the settlements around the falls, and residents of Suspension Bridge and Clarksville did not want to be left out.[67] At the time of the reincorporation, the population of Suspension Bridge was about 3,915, up from 2,510 in 1880, and the population of Niagara Falls was about 5,330, up from 3,321 in 1880. As a result of the formation of the city, the name of Lewiston

[64] "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 3.11; Pool, "Landmarks of Niagara County, New York," 221.
[65] "Banking History Index of City's Marvelous Development," *Niagara Gazette*, June 13, 1931.
[66] *Niagara Falls City Directory*, 1899, 356; 1900, 393.
[67] Bob Kostoff, "Tiny Clarksville Becomes Part of a Prosperous Falls," *Niagara Falls Reporter*, http://niagarafallsreporter.com/kostoff129.html.

Avenue was changed to Main Street, and the business district in the Main Street Historic District began to be referred to as the North End to distinguish it from commercial activity downtown. In 1897, Roebling's suspension bridge was replaced with the current Whirlpool Bridge.[68]

**Commercial Development 1900-1930**

Niagara Falls entered a period of major economic success just after the turn of the century. The ready availability of hydroelectric power from the Niagara River ensured a steady supply of electricity for large manufacturing and electrochemical companies. According to a building survey conducted in 1929, the number of factory buildings in Niagara Falls rose to 1,628, and major companies like ALCOA, Carborundum, Niagara Falls Electro-Chemical (later Du Pont), and Shredded Wheat managed massive industrial concerns within the city limits. The population increased as industry flourished along the Niagara River, creating a robust local consumer base. Having nearly doubled in the decade after reincorporation, the city's population grew from 19,457 in 1900 to 30,445 in 1910, 50,760 in 1920, and 75,460 in 1930. Thousands of immigrants arrived to work in factories throughout Niagara Falls, creating neighborhoods with access to the North End commercial district via the streetcar system.[69]

The growth of the industrial economy provided a thriving local consumer base and, subsequently, the scope of commercial activity along Main Street increased. During this period in the early twentieth century, the district became one of three major commercial districts serving the City of Niagara Falls; the other two were the South End and the Pine Avenue neighborhood to the northeast of downtown. An article appearing in an edition of the *Niagara Gazette* from 1923 describes the growth of commerce along Main Street in the new decade:

> [Main Street] is designed to become the greatest and most influential business street of the city. The old buildings have been gradually removed and replaced by larger and finer structures and the street is beginning to take on the appearance of a real city thoroughfare. A few years ago the business places were concentrated on the two ends of the street with few in the central section. This condition is gradually being overcome and more stores and office buildings have been built between Pine and Michigan avenues during the past ten years that [sic] the entire street boasted of in the old village days.[70]

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[68] Donald Locker, "Main Street: A Look at Some of the Historic Record" (Feb. 7, 1989), 3, Niagara Falls Library Archives, Niagara Falls, New York; "The Population of Niagara Falls and Suspension Bridge," *Suspension Bridge Journal*, July 19, 1890.

[69] "Peep Into the Past," *Niagara* Gazette, March 11, 1954; "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 3-32:3-37; U.S. Department of the Interior, "Report on the Population of the United States: Twelfth Census, 1900" (Washington, DC: GPO, 1900); U.S. Department of the Interior, "Report on the Population of the United States: Thirteenth Census, 1910" (Washington, DC: GPO, 1910); U.S. Department of the Interior, "Report on the Population of the United States: Fourteenth Census, 1920" (Washington, DC: GPO, 1920); U.S. Department of the Interior, "Report on the Population of the United States: Fifteenth Census, 1930" (Washington, DC: GPO, 1930).

[70] "Many of Leading Business Places of the City Have Been Identified with the Street Since Village Days," *Niagara Gazette*, September 14, 1923.

Whereas the focal point of business in Suspension Bridge was formerly the intersection of Main Street and Ontario Avenue, immediately south of the railroad nexus and the suspension bridge, during the first decades of the twentieth century the commercial district now stretched past the intersection of Main Street, Pierce Avenue, and Portage Road (and the limits of the Main Street Historic District). The construction of the local armory in 1894 (NR 1994) and city hall in 1924 (NR 2000) just south of the Main Street Historic District brought laborers and municipal workers to the North End, further emphasizing the value of property all along Main Street. The aforementioned *Niagara Gazette* article from 1923 illustrates the effects of commercial growth on property along Main Street:

> Many Falls businessmen are beginning to realize that Main Street is the main artery of travel between the two ends of the city and with this thought in mind have purchased property adjoining Main Street with the idea of building there in the near future. Property on this street now sells at a high figure and in fact, there are few desirable parcels left on Main Street that are on the market. The business identity of the street has now been established over its entire length from Falls Street to the New York Central crossing at the North End.[71]

The ensuing commercial growth was rapid and the district developed into a full-service area. One of the new developments in the district was the rise of the department store. While the typical businesses of the previous century specialized in a single trade, the increase in population and the availability of goods in the early twentieth century gave way to large, individual stores capable of stocking many varieties of goods in different departments. Anna Schleisinger owned a dry goods store that occupied the corner of Main Street and Lincoln Place (formerly South Avenue) for over a decade before she commissioned architect Chester R. Phelps to design a large commercial building on the plot at 1902 Main Street (extant). Schleisinger entered into an agreement with the Jenss family, which owned several early department stores in Niagara County, to construct a large commercial building capable of accommodating its business. At the time of its construction, the *Niagara Gazette* reported that the store was the largest of its kind in the city. Jenss Bros. Department Store occupied the commercial space on the first and second floors from the opening of the building until 1909. Jenss Bros. Department Store then moved to the L. S. Silberberg Building at 2019 Main Street (extant), which it occupied until constructing its own building at 1708 Main Street (extant) in 1916. Interested in expansion, Jenss hired prominent local architect Simon Larke to design the new four-story department store. The store was a popular draw for folks from all parts of the city.[72] Jenss Bros. Department Store operated as one of the most successful department stores in the city throughout the twentieth century, and Frank Jenss, one of the brothers in charge of

[71] "Many of Leading Business Places…," *Niagara Gazette*, Sept. 14, 1923.
[72] Historic Resource Inventory Form for Jenss Department Store, Panamerican Consultants, Inc., March 2015.

the company, earned a reputation as a business leader in the North End through his participation in local business ventures.[73]

After the Jenss Brothers Department Store left 1902 Main Street, the Syndicate Department Store occupied the building for several years. In 1920, Lewis F. Krausmann opened Krausmann's Department Store at 1902 Main Street. The department store sold a variety of goods, and Krausmann himself acted as the chairman of the North End Business Men's Association at the time of its formation in 1927. Krausmann's Department Store altered the storefront of the building in 1927, introducing features that remain today.[74] Marcus Silberberg opened Silberberg's retail business in the Village of Lewiston in 1852 and found increasing success throughout the second half of the nineteenth century. In 1880, Marcus relocated his business to Suspension Bridge, and in the years that followed, his sons, Louis S. Silberberg and Gustave J. Silberberg, assumed ownership of the business. The brothers constructed a large store at 2118 Main Street (not extant) in 1887. Meanwhile, Louis S. Silberberg entered the real estate business and, in 1908, he commissioned the construction of the L. S. Silberberg Building at 2014-2018 Main Street as a speculative enterprise that would house various retail operations during this time: Murdeson Dry Goods Company; Jenss Department Store; F.W. Woolworth's; and the Ross Store.[75]

The decade or so that preceded the Depression saw the mounting presence of chain stores on main streets across the country. The most universal and well-known were the chain variety stores, the success of which laid the groundwork for the growth of other multiple-unit retailers. Variety chains such as Woolworth's, Kress, and J.C. Penney developed almost in tandem with main street itself.[76] During this era, national chain stores quickly began constructing and/or renting buildings for their businesses in the district. After maintaining a store at 18-20 Falls Street (not extant), the S. H. Knox Store, a national five-and-ten cent chain founded by Frank Woolworth in Utica, New York, opened a location in the northernmost storefront of the L. S. Silberberg Building at 2018 Main Street (extant) in 1912. That same year, the name of the company changed to F. W. Woolworth & Co. In 1937, the F. W. Woolworth Co. moved its North End location to a building constructed at a cost of $150,000 at 1932 Main Street. Throughout the first half of the twentieth century, the F. W. Woolworth

[73] "Business Block to Be Built," *Niagara Gazette*, July 8, 1903; "Tonight's Events," *Niagara Gazette*, September 9, 1904; "Jenss Brothers in Their New Store," *Niagara Gazette*, Aug. 3, 1909; Historic Resource Inventory Form for Jenss Department Store, Panamerican Consultants, Inc., March 2015.
[74] "Business Block to Be Built," *Niagara Gazette*, July 8, 1903; "Tonight's Events," *Niagara Gazette*, September 9, 1904; Niagara Falls City Directory, 1909; 1914; 1920; 1926.
[75]"North End Is to Have Handsome New Department Store," *Niagara Gazette*, March 13, 1908; "Jenss Brothers in Their New Store," *Niagara Gazette*, Aug. 3, 1909; "New Department Store," *Niagara Gazette*, Sept. 3, 1920; "Frank Silberberg Bros. Retains Eye-to-Future Trait," *Niagara Gazette*, May 21; "Lincoln Store to Increase Size of Present Quarters," *Niagara Gazette*, Nov. 23, 1937; Bob Kostoff, "Local History: Silberberg Provided Fine Men's Fashions," *Niagara Reporter*, Aug. 12, 2008; Edward T. Williams, *Niagara County, New York, A Concise Record of Her Progress and People, 1821-1921, Volume II* (Chicago: J. H. Beers & Company, 1921), 483; "Silberberg's Store," *Buffalo News*, Feb. 28, 1999.
[76] Gabrielle Esperdy, *Modernizing Main Street, Architecture and Consumer Culture in the New Deal*, Chicago: University of Chicago Press, 2008), 24-25.

Co. was the pre-eminent business in the retail market for inexpensive consumer goods.[77] The S. S. Kresge Co., a national five-and-ten chain founded in 1912 by Sebastien Spering Kresge in Allentown, Pennsylvania, opened a store at 1916 Main Street (extant) in 1925. The store, considered to be a competitor to Woolworth's, sold inexpensive consumer goods in the North End throughout much of the twentieth century.[78] Other early twentieth-century national chain stores located in the district were Brownell Shoe Co. at 2002 Main Street (extant), the Endicott Johnson Co. at 1801 Main Street (extant), Nunn Bush at 2019 Main Street (extant), and Union Credit Clothing at 2019 Main Street (extant).

The People's Bank of Niagara Falls had been the sole operating bank in the North End until the 1920s. Having identified the need for a second bank in the area to support the district's rapid commercial development, Frank Jenss led an organization of business leaders in the foundation of Cataract National Bank in 1922. The construction of the bank at 1631 Main Street (extant) two years later led to its success as a savings and loan institution. In 1927, the bank consolidated with the Bank of Niagara to form the Power City Trust Company, and the building at 1631 Main Street became a branch location. The Power City Trust Company later merged with other banks in Niagara Falls, including the People's Bank of Niagara Falls in 1931, while retaining the same name, thereby becoming the dominant banking institution in Niagara Falls.[79]

The larger department stores and national chains did not replace smaller specialty stores in the district. During this era, the businesses in the North End accommodated virtually every consumer need:

> There were four department or dry goods stores, twenty clothing (men's and women's) and one second-hand, four tailors, nine shoe and two shoe repair shops, a millinery, two furriers, two hat, and hat cleaning establishments, and six jewelers. For good grooming at least 10 beauty and four barbershops offered their services. There were many physicians, dentists, and other health professionals housed in the upper floors of the blocks along the street. Five drug stores filled your prescriptions and most offered a varied range of goods other than medicinal. To provide for the inner man were 11 grocery and meat stores including four A&Ps, and a Loblaw Grocerteria, a bakery, and two fruit and vegetable markets. For home needs, there were four furniture stores and one-second hand, a china shop, three hardware, two wallpaper, and paint stores and two heating and plumbing and one electrical supply shop…[80]

In 1920, a group of businessmen led by George Haeberle and Frank Jenss identified the demand for a movie theater in the North End and commissioned the Rochester architecture firm of Leon H. Lempert & Son Theatrical Design to plan the Bellevue Theatre at 1711 Main Street (extant). The theater opened with 1,200

[77] "Business Areas Improved," *Niagara Gazette*, Dec. 31, 1937; "Niagara Discoveries: Five and Ten Cent Stores," *Niagara Gazette*, April 25, 2020.
[78] "Niagara Discoveries: More Well Remembered Five-and-Dimes," *Niagara Gazette*, May 2, 2020.
[79] "New Cataract National Bank," *Niagara Gazette*, Jan. 5, 1922; "Banking History Index of City's Marvelous Development," *Niagara Gazette*, June 13, 1931; "Howard E. Morrill, Retired Banker, County Official, Dies," *Niagara Gazette*, April 25, 1963.
[80] Hamilton B. Mizer, "Looking Back: Business District Flourished," *Niagara Gazette*, March 2, 1980.

seats the following year and operated under the same ownership until 1929, when the Shea Operating Corporation of Buffalo purchased it. During the decades that followed, Shea's Bellevue Theatre continued to screen movie premieres in the North End.[81]

Automobile ownership in the 1920s increased greatly, with the number of drivers nationally almost tripling to 23 million by the end of the decade. The rapid growth of the industry led to dozens of spin-off industries, and during this time a series of enterprises devoted to the sale and maintenance of automobiles appeared along and adjacent to Main Street toward the southern boundary of the district.[82] Eugene A. Kinsey, an early automobile pioneer in Niagara Falls, graduated from Cornell University with a degree in engineering in 1901. That same year, he demonstrated an early automobile prototype at the Pan American Exposition in Buffalo. Four years later, he began manufacturing his automobile, the Niagara, in a garage in the Lasalle neighborhood of Niagara Falls (not extant). Kinsey transitioned to sales soon afterward, and in 1929, he commissioned the architectural firm of Kirkpatrick and Cannon to design his showroom at 1302 Main Street (extant) at the southern end of the district. Kinsey sold several brands of new and used cars until he died in 1938.[83] Gustave Krueger founded Krueger Motor Sales in 1923, originally occupying a garage at 125 Main Street (not extant). In 1925, Kreuger moved the business to a building at 1307 Portage Road (not extant), just south of the district, before commissioning the M. R. Dye Agency to construct the extant showroom at 835 Willow Avenue. Krueger Motor Sales, which specialized in Pontiac models, achieved great success in the following decades, becoming one of the largest auto retailers in New York State.[84] Local businesswoman Margaret Powers Mycue immigrated to Niagara Falls from Bellacarnegie, Ireland, in 1911 and opened Mycue Auto Parts at 1315 Main Street in 1923. According to her obituary in the *Niagara Gazette*, Mycue Auto Parts was the first auto parts company owned by a woman in the United States. Mycue Auto Parts operated at 1315 Main Street until 1937 when Mycue constructed a building at 1222 Main Street (not extant) just south of the Main Street Historic District.[85]

In addition to the large variety of commercial enterprises, light industry operated on the periphery of the district, clustered on Linwood Avenue: Arnson Furniture Co. Warehouse (later to become DeCamillo Bakery) at 801 Linwood Avenue (extant); the Zeifang Machine Co., at 827 Linwood Avenue (extant); and the Suspension Bridge Bottling Company at 829 Linwood Avenue (extant).

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[81] "Bellevue – The Theatre Beautiful Opens," *Niagara Gazette*, Sept. 1, 1921; "Howard G. Carroll Appointed Manager of Shea's Bellevue," *Niagara Gazette*, Nov. 16, 1929.
[82] "The Age of the Automobile." www.ushistory.org/us/46a.asp
[83] "E. A. Kinsey, Pioneer Automobile Dealer, Laid to Last Rest," *Niagara Gazette*, Jan. 3, 1939.
[84] "Krueger's Opening Is Great Success," *Niagara Gazette*, Sept. 26, 1927; "Big Expansion of Krueger Co. Is Announced," *Niagara Gazette*, Dec. 31, 1945; "Robert Edward Krueger," *Niagara Gazette*, April 5, 2010.
[85] "Auto Parts Pioneer Dies at 84," *Niagara Gazette*, Sept. 25, 1963; "Mycue Auto Parts Company," *Niagara Gazette*, Jan. 15, 1923; "Business Areas Improved," *Niagara Gazette*, Dec. 31, 1937.

**Modernization on Main Street, the Rise of Automobiles and Concerns over Suburbanization (1930-1957)**

The population of Niagara Falls continued to climb in the decades leading up to the middle of the twentieth century. Immigrants flocked to the city for the industrial boom, and the rising population bolstered the commercial enterprises in the Main Street Historic District. Between 1930 and 1950, the population of the city rose from 75,460 to 90,872, in part due to the abundance of employment opportunities available as companies increased production during World War II. As this influx of population occurred, the bulk of the residential development took place in the neighborhoods of Deveaux and LaSalle, the former being just north of the Main Street Historic District.[86]

Under Title 1 of the National Housing Act, President Roosevelt approved a financial scheme entitled the Modernization Credit Plan (MCP) that encouraged privately funded building modernization as an economic stimulant during the Depression. The goal of this plan was to generate as much building and lending activity as possible, and it had a major impact on the transformation of main streets across America in the 1930s. The MCP represented a vast "democratization of credit," which was made available not only to wealthy borrowers but to "the man on the street" as well. The plan, enacted during the New Deal Era (1933-1939), enabled small business owners to secure government-backed loans to modernize their storefronts using the latest materials available. Manufacturers such as the Libby-Owens-Ford Glass Company (LOF) embarked on major national advertising campaigns to modernize America's main streets by touting colorful electric signs that could be displayed over new and improved storefronts built with their structural glass and metal framing. Advertising campaigns such as these were in alignment with another New Deal initiative, the programs of the Rural Electrification Administration, which was expanding electrification nationwide. [87] By the end of the program in 1943, approximately 4 to 6 billion dollars in MCP loans and cash payments were spent on commercial modernization of storefronts throughout the United States, changing the face of many downtowns and main streets.

Although building permits were not available for the district after 1932, an analysis of permits between 1930 and 1932 revealed that almost 40 percent of the district's buildings were approved for improvements during this time, perhaps in anticipation of the upcoming legislation. The permits for modernization of the district were varied and included the addition of electric metal signs, storefront alterations, additions, and interior alterations and remodeling. The most popular upgrade was the installation of electric metal signs. Jenss Department Store installed a Flexlume sign (extant) with the name "Jenss" emblazoned over the entrance.[88] Around this time, Flexlume's plant in Buffalo was the largest in the world dedicated solely to the manufacturing of electric

[86] U.S. Department of the Interior, "Report on the Population of the United States: Seventeenth Census, 1950" (Washington, DC: GPO, 1950); "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 3.38.
[87] Esperdy, *Modernizing Main Street*, 55-57; 118-134.
[88] City of Niagara Falls Building Permits, 1930-1932.

signs.[89] Other extant examples of the influence of this program in the district are the Nunn Bush electric sign at 2019 Main Street, a second-story addition at 1300 Main Street, Kellick's modernized storefront at 1605-1607 Main Street, and the historic curved addition to the Brownell Shoe Company's storefront at 2002 Main Street.

Meanwhile, the proliferation of the automobile provided the rationale for many of the other changes that occurred in the district to accommodate shopper's preference for cars. Within the span of a few decades, cars had transformed from a luxury item into the *de facto* mode of transportation for people of nearly all backgrounds. Krueger Motor Sales's presence in the North End expanded considerably: in the 1930s, Krueger both enlarged the building on Willow Avenue and constructed another showroom at 1316 Main Street (extant), and in 1945 he constructed a garage at 832 Pierce Avenue (extant) to increase his maintenance space. In the 1950s, Krueger's sons, Robert E. Krueger and Donald D. Krueger joined the company.[90] Mycue Auto Parts operated at 1315 Main Street until 1937 when Margaret Powers Mycue constructed a building at 1222 Main Street (not extant) just south of the Main Street Historic District. Mycue closed the business and retired in 1942.[91]

Automobiles and the construction of the New York State Thruway System opened up opportunities for commercial expansion in suburban areas throughout Niagara County, and the increased competition threatened the commercial prosperity of the Main Street Historic District. [92] During the 1950s, business leaders in the district launched an effort to mitigate congestion in the district. In a statement given to the Council of the City of Niagara Falls in 1956, the North End Businessmen's Association (NEBA) argued that "The number of motor vehicles using our City streets has greatly increased without corresponding increases in parking facilities."[93] The association's statement further emphasized the importance of ample parking for the businesses of the district:

> It has long been recognized that adequate parking facilities in the business areas of a city are essential to maintenance of real estate values upon which taxable revenue to the city is based, proper regulation of vehicular traffic and avoidance of unwarranted traffic congestion, and for the convenience of people visiting those areas for shopping, banking, and professional services.[94]

[89] Flexlume Corporation, "About Us," https://www.flexlume.com/about, accessed November 2, 2020.
[90] "Krueger's Opening Is Great Success," *Niagara Gazette*, Sept. 26, 1927; "Big Expansion of Krueger Co. Is Announced," *Niagara Gazette*, Dec. 31, 1945; "Robert Edward Krueger," *Niagara Gazette*, April 5, 2010.
[91] "Auto Parts Pioneer Dies at 84," *Niagara Gazette*, Sept. 25, 1963; "Mycue Auto Parts Company," *Niagara Gazette*, Jan. 15, 1923; "Business Areas Improved," *Niagara Gazette*, Dec. 31, 1937.
[92] The first section of the Thruway opened in 1954 and by the end of 1960, all 559 miles of the original Thruway system were open, New York State, "Frequently Asked Questions, www.thruway.ny.gov/about/faqs.html, accessed November 2, 2020.
[93] "Parking Program Speeded," *Niagara Gazette*, May, 1957; "Corporation Proceedings," *Niagara Gazette*, March 3, 1956.
[94] "Corporation Proceedings," *Niagara Gazette*, March 3, 1956.

Between 1955 and 1957, the City of Niagara Falls cleared away multiple blocks of residential buildings and constructed four large parking lots in the North End, directly adjacent to the Main Street Historic District. The city intended for the $1.4 million project to strengthen the appeal of the North End in response to the perceived threat of competition posed by commercial developments in suburban areas.[95] The addition of parking was a common activity that created holes in many downtown districts during this period; however, it was also an effort to preserve and protect commerce and economic development – keeping shoppers downtown.

**The Decline of Main Street and Industry, Changes in the Railroad Industry, and Community Development Initiatives (1957-1974)**

Once the postwar economy was in full swing in the years after 1945, workers were no longer spending their paychecks exclusively on Main Street. Historian Gabrielle Esperdy explains:

> The decentralization that began before the war only intensified with the suburbanization of the postwar period in the form of interstates, subdivisions, shopping centers, and malls. As these spread across the United States, the predominance of the historic center gradually eroded in the 1950s and 1960s. In many cases, Main Street merchants-chains and independents alike-even facilitated the outward movement, hoping to profit from the suburbs in the same way they had once profited from downtown.[96]

The postwar decentralization had an equal effect on the Main Street Historic District. The Jenss Bros. Department Store expanded its operations during this time, opening a furniture store in the Bowen Building at 1802 Main Street (extant) as well as stores in regionally important malls: in 1962, Jenss Bros. Department Store opened in the Boulevard Mall (1962, extant) in Amherst; and in 1972, stores opened in the Eastern Hills Mall (1971, extant) in Williamsville and the Summit Park Mall (1972, not extant) in Wheatfield.[97] In an attempt to compete with new national retail companies, the S.S. Kresge Co. followed suit and shifted its focus away from urban Main Streets; the company opened larger stores named K-mart in suburban shopping centers in the 1960s. The company sold the North End location to Jupiter Stores, another national discount retailer, in 1966.[98] Additionally, Robert E. Krueger founded Krueger Motor Sales in Ransomville in the 1970s and transitioned the company away from Niagara Falls.[99]

Other businesses were not as fortunate and many closed down during this era: Silberberg's Department Store announced its bankruptcy and closed in 1958; the Schleisinger Block no longer housed a department store by

[95] "Parking Program Speeded," *Niagara Gazette*, May, 1957.
[96] Esperdy, *Modernizing Main Street*, 240.
[97] James Fink, "Jenss Turns Out the Light," *Buffalo Business First*, July 17, 2000.
[98] "Niagara Discoveries: More Well Remembered Five-and-Dimes," *Niagara Gazette*, May 2, 2020.
[99] "Krueger's Opening Is Great Success," *Niagara Gazette*, Sept. 26, 1927; "Big Expansion of Krueger Co. Is Announced," *Niagara Gazette*, Dec. 31, 1945; "Robert Edward Krueger," *Niagara Gazette*, April 5, 2010.

the early 1960s; and, Krausmanns Department Store went bankrupt in 1966, five years after the death of its founder. [100] By the mid-1960s, competition from other national discount chains such as K-mart and Walmart began forcing the F.W. Woolworth Co. into a decline; Woolworth's maintained a store in its building on Main Street until 1968, it was then taken over by Norbans Clothing Store.[101]

During this time, industry also began to decentralize with consequences just as devastating for Main Street merchants and downtowns as a whole.[102] Industry in Niagara Falls suffered a major blow in 1956 when the Schoellkopf Power Plant south of the district collapsed into the Niagara Gorge (Schoellkopf Power Plant Site, NR listed). In June of that year, a series of rockslides caused the failure of two of the three powerhouses, amounting to an estimated $20 million in damage and 450,000 kilowatts of lost power. The disaster drove up the cost of energy considerably, as companies were forced to use more expensive alternatives. For industrial concerns dependent on the relative affordability of the power offered by the plant, the collapse strained operations in Niagara Falls. Coupled with the deteriorating condition of many of the factory buildings and the rising costs of employment in the area, the absence of abundant electricity spurred many major companies to suspend operations in Niagara Falls and divest from the area. Many of the important employers in Niagara Falls did not suspend operations immediately. Instead, large companies like Carborundum, Occidental Chemical, DuPont, and Nabisco reduced their presence gradually and closed their plants in the subsequent decades. Smaller companies like Nitec Paper Corporation could not absorb the rising cost of operations in Niagara Falls and entered bankruptcy later in the century. Between 1956 and 1964, industrial employment dropped from about 30,000 to 18,000 as major companies closed plants in the city. Despite the restoration of power production with the completion of the Robert Moses Niagara Power Project in 1963, the industrial economy in Niagara Falls continued to decline in the 1960s and 1970s.[103]

Meanwhile, changes in transportation patterns diminished activity in the North End of the city. As the American economy shifted away from railroads and streetcars in favor of automobiles and trucking, the importance of rail transit dwindled. In part due to the construction of the New York State Thruway, automobiles overwhelmingly replaced railways as the predominant mode for both personal and commercial transportation. In 1961, rail service to Niagara Falls ceased altogether. In 1962, the port of entry moved to Buffalo, and construction began on the Robert Moses Parkway, which replaced the New York Central and Hudson Railway along the Niagara

[100] "Frank Silberberg Bros. Retains Eye-to-Future Trait," *Niagara Gazette*, May 21, 1949; Bob Kostoff, "Local History: Silberberg Provided Fine Men's Fashions," *Niagara Reporter*, Aug. 12, 2008; Edward T. Williams, *Niagara County, New York, A Concise Record of Her Progress and People, 1821-1921, Volume II* (Chicago: J. H. Beers & Company, 1921), 483; "Silberberg's Store," *Buffalo News*, Feb. 28, 1999. "Business Block to Be Built," *Niagara Gazette*, July 8, 1903; "Tonight's Events," *Niagara Gazette*, September 9, 1904; Niagara Falls City Directory, 1909; 1914; 1920; 1926.
[101] "Business Areas Improved," *Niagara Gazette*, Dec. 31, 1937; "Niagara Discoveries: Five and Ten Cent Stores," *Niagara Gazette*, April 25, 2020.
[102] Esperdy, *Modernizing Main Street*, 240.
[103] Rita Reif, "Blighted Niagara Falls Works to Rebuild Itself," *New York Times*, Oct. 1, 1973.

River west of the Main Street Historic District, allowing motorists to bypass Main Street altogether. Two years later, the New York Central Station just north of the district was demolished, and in the following year, the spur of the Erie-Lackawanna Railroad at the southeast corner of the district was filled in.[104]

Due to the failure of the economy and the collapsing job market, as well as the suburbanization made possible by the development of the highway system, Niagara Falls failed to sustain the population level accumulated over several decades of growth. The 1960 census reported the highest population level for the city, peaking at just over 100,000, after which time it entered a period of steep decline. The population fell to 85,615 by 1970, as residents relocated to suburbs in Niagara County like Lewiston and Wheatfield. It continued to fall throughout the remainder of the twentieth century, creating adverse conditions for businesses in the Main Street Historic District. The population shift also fueled concerns over suburbanization that endured despite the construction of the parking lots adjacent to the district in the 1950s, which failed to draw automobile owners to the downtown to shop.[105]

In 1965 the Department of Housing and Urban Development Act was passed, creating the Department of Housing and Urban Development (HUD). At the time, HUD's goal was to redevelop socially and economically blighted areas by providing substantial grants and technical assistance to communities that would result in the demolition of homes and the construction of new highways, civic centers, and low- and moderate-income housing. Despite the intentions of federal, state, and local governments, urban renewal would become synonymous with the demolition of buildings and displacement of residents, and a disproportionate number of minority groups would be adversely affected.[106] Like officials from so many other Rust Belt urban areas suffering from industry and population decline, government officials in Niagara Falls sought large-scale solutions. By adopting modernization initiatives and funneling large sums of money into major building projects, the government attempted to revitalize the city. Downtown Niagara Falls (defined as the area at the south end of the city, broadly centered around the present-day Niagara Street between Niagara Falls State Park to the west and south and John Daly Blvd. to the east) consumed much of the attention paid to the city by the city's urban renewal agency, which had access to federal subsidies based in part on slum clearance programs. As a result, most of downtown Niagara Falls was demolished with the goal of increasing tourism and replaced

[104] "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls," 3.39; Norma Higgs, "All Aboard for the Falls Railroad Era." *Niagara Gazette,* Feb. 17, 2017; "Niagara Falls, NY (NFL)." Great American Stations Project, Amtrak. http://www.greatamericanstations.com/stations/niagara-falls-ny-nfl/

[105] U.S. Department of the Interior, "Report on the Population of the United States: Eighteenth Census, 1960" (Washington, DC: GPO, 1960); U.S. Department of the Interior, "Report on the Population of the United States: Nineteenth Census, 1970" (Washington, DC: GPO, 1970); "Making Fortune Smile on North End Business," *Niagara Gazette,* July 1, 1971.

[106] Real Estate Research Corporation, "Legislative History of Urban Renewal," Washington D.C., reproduced by National Technical Information Service, January 1974, 10.

by an enclosed mall, convention center, water park, and surface parking lots.[107] This urban renewal project was deemed largely unsuccessful in propelling the popular tourist industry into the future and the city's population base continued to decline.[108]

Meanwhile, the urban renewal agency itself did not play any role in the development that took place in the Main Street Historic District during the second half of the twentieth century; however, modernization efforts still took place in the district. Between 1960 and 1971, four buildings of note were constructed in the district, three of which were one-story brick commercial buildings with storefronts: 1601, 1606, and 1701 Main Street. The YMCA of Niagara Falls embarked on a large building campaign, constructing a four-story, seven-bay brick building with a pool as well as housing for transient men at 1317 Portage Road.

In the early 1970s, Main Street's revitalization had again become a critical issue. Business leaders were left to do what they could to mitigate the decline in commerce as a result of suburbanization, and, in 1971, NEBA (North End Business Association) announced a project to modernize the storefronts in the Main Street Historic District. Local business leaders looked to other communities for inspiration. Encouraged by recent projects in Canada (Niagara Falls, Ontario, and Oakville), the association hired two architects, E. Bruce Garver and David T. Stieglitz, to study and overhaul the streetscape of the North End. The City of Niagara Falls agreed to provide $2,000 for a campaign to restore the shopping district, while NEBA was responsible for financing the remainder.[109] The proposed project, known as "Operation Main Street," involved documenting the buildings along Main Street above the intersection with Lockport Street and developing a plan for updating the appearance of the street to appeal to shoppers. Garver and Stieglitz designed a program that included replacing streetlights, planting trees, updating sidewalks, and renovating building facades along Main Street. An article appearing in the *Niagara Gazette* in May of 1972 emphasized the attention the plan paid to the removal and replacement of signs above the storefronts, reporting that new uniform signs had already been installed at 2026 and 2028 Main Street (both not extant).[110] Garver and Stieglitz's suburban-style intervention was similar to an open-air pedestrian mall along the length of Main Street, encouraging window-shopping and strolling in the downtown. However, like many pedestrianization schemes built in this period, the plan never produced the desired revitalization, and Main Street continued to decline.[111] Historic photos and building permits from this

[107] Nhari Djan, "Buffalo and Niagara, a tale of two cities involved in Urban Renewal." https://www.thenewshouse.com/borderlines/buffalo-niagara-falls-historic-renewal/
[108] Ennis Davis, "Disastrous Urban Renewal Failures," August 7, 2018, https://www.moderncities.com/2018-08-07-5-disastrous-urban-renewal-failures/
[109] Reif, "Blighted Niagara Falls Works to Rebuild Itself," *New York Times*, Oct. 1, 1973; Anthony Massaro (former director of Urban Renewal Agency in Niagara Falls), interview by Tom Yots, September 17, 2019; "Making Fortune Smile on North End Business," *Niagara Gazette*, July 1, 1971; "North End facelift is planned," *Niagara Gazette*, June 28, 1971.
[110] "North End business district has been revitalized in past few years," *Niagara Gazette*, March 19, 1972. At this time, the extent to which the renovations affected the facades of the buildings in the North End has not been confirmed.
[111] Esperdy, *Modernizing Main Street*, 241.

period were not available, making it difficult to assess how much of the Garver and Stieglitz plan was actually carried out and how much remains.

As NEBA worked to restore the commercial prosperity of the North End, the city council and the administration of Mayor E. Dent Lackey embarked on three community development and modernization initiatives in the district. City, state, and federal funds were utilized to support these projects, which were constructed in the early 1970s. The three projects, each of which occupies a prominent place in the streetscape, are Earl W. Brydges Library (1973), Harry F. Abate Elementary School (1972), and Whitewater Towers (1974), an affordable senior housing complex. Taken together, the purpose of these three projects was to improve living conditions for the population of Niagara Falls. The three state-of-the-art facilities were intended to be attractive to everyone (individuals, families, seniors) and also to provide much-needed services for residents.[112] In terms of planning and community revitalization, the location of these three projects was particularly advantageous; the library and school were located on the south end of the district and the housing project was located at the north end of the district. Patrons of all three were thus encouraged to travel the length of Main Street on foot to use each of these three important services, patronizing the local stores along the way, Visitors from other parts of the city would have ready access to restaurants and shops when coming to the North End.

*The Earl W. Brydges Library (1973)*

Planning for the Earl W. Brydges Library began nearly a decade before its completion as a coordinated effort between city officials and the Society for the Promotion, Unification, and Redevelopment of Niagara (SPUR). SPUR, a group of leaders from several sectors, organized in 1964 with the express purpose of improving living conditions in Niagara Falls. In 1967, the organization arranged a meeting with the city council and the New York State Division for Library Development that resulted in a plan to construct a flagship library, the Earl W. Brydges Library, in the North End. The city purchased a site at the intersection of Main Street, Portage Road, and Lockport Street, the former location of the Erie-Lackawanna railroad spur. To construct the building at an estimated cost of $4.6 million, the city sold municipal bonds and received federal grant money administered by the state's Division for Library Development.[113] Similar to many other cities in the northeastern United States, Niagara Falls wished to use architecture to demonstrate the strength of its postwar government and its faith in humanity. Paul Rudolph was unanimously chosen from a field of five finalists by the city's architectural selection committee in November 1968. Rudolph was a fitting choice; his career was well-established, and he had an excellent reputation for complex, monumental designs driven by his characteristic intensity.[114]

[112] Mark Byrnes, "The Weird and Wonderful Library That Nearly Ruined its Architect, October 13, 2016. https://www.citylab.com/design/2016/10/the-weird-and-wonderful-library-that-nearly-ruined-its-architect/497270
[113] Reif, "Blighted Niagara Falls Works to Rebuild Itself," *New York Times*, Oct. 1, 1973; Paul Beiley, "Niagara Falls may be the only city in the world…. *Niagara Gazette*, March 19, 1972.
[114] Byrnes, "The Weird and Wonderful Library That Nearly Ruined its Architect," October 13, 2016.

Rudolph's intention in designing spaces was to elicit a reaction from the person utilizing the space.[115] Dr. Shyam K. Bhat, integrative medicine specialist and neuropsychiatrist, explains:

> Paul Rudolph, the Carl Jung of architects, believed that architecture was basically about manipulating space, light, proportion, texture, and materials to fulfill the psychological needs of the occupants.[116]

In Rudolph's design for the Earl W. Brydges Library, the first two floors were designated for public use. The first floor would house a reading room, book stacks, a children's library, and audiovisual department and building services. The second floor would contain additional book stacks, the local history department, administrative offices, an auditorium, and meeting rooms. The third floor would be leased to the Nioga Library System, which serviced twenty public libraries across Niagara, Orleans, and Genesee Counties, and the fourth floor contained space for mechanical equipment and a small conference room/lounge. Mark Byrnes discusses the effects of the design:

> Rudolph relies on angles to create visual depth and variety while instilling a constant sense of drama and tension throughout the exterior. Inside, natural light floods down from its clerestories onto an open, three-floor plan, creating an atmosphere that's as serious as it is calming.[117]

As construction of the library began, city officials began to have issues with water leaking into the building. At the time, City Manager Morton H. Abramowitz was hopeful that the problem had been addressed and would be rectified soon. Rudolph had obtained an expert opinion from the Massachusetts Institute of Technology and directed the general contractor, the Albert Elia Building Company, to fix the problem at a cost of approximately $40,000. Upon completion of the library in November of 1973, the city council refused to take possession of the building due to ongoing water leakage problems. Repairs were made to the building that cost an additional $900,000, for a total building cost of $5,500,000, almost 1 million dollars over the city's budget for the project.[118]

Even before its completion, the design of the library was the subject of intense scrutiny by the community. Rudolph designed the library in the Brutalist style with several elongated concrete buttresses and large dormers,

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[115] Daniel L. Ledford, "Psychology of Space: The Psycho-Spatial Architecture of Paul Rudolph," Yale Divinity School, December 14, 2014, 9.
[116] Ranjani Govind, "Psychology of Spaces," *The Hindu, https://www.thehindu.com/archive/print/2010/01/16/, accessed October 29, 2020*.
[117] Byrnes, "The Weird and Wonderful Library That Nearly Ruined its Architect, October 13, 2016
[118] "Central Library for the City of Niagara Falls (Earl W. Brydges Building), Paul Rudolph Heritage Foundation, https://www.paulrudolphheritagefoundation.org/196904-niagara-falls-public-library, accessed October 29, 2020.

which he referred to as monitors. Some critics praised the monumentality of the design. Writing for the *New York Times* in 1973, Rita Reif described the building in the following terms:

> To be opened as soon as roof-leakage problems are solved, the library is a stunning modern structure described as a "pyramid" or "teepee gone wild." Its angled facade is pierced by hooded dormers, its ribbed masonry is accentuated inside by more stripes—fluorescents marching in angled rows across the ceiling—and spaghetti-thin squiggles patterning the carpeted floors. Cubbyholes and angled corners abound, just the sort of hideaways bookworms dream of.[119]

While critics praised the design, some local citizens did not view it so favorably. In a letter to the editor published in the *Niagara Gazette* in 1972, Anthony Chirigoni called the library "a shame," citing both its proximity to the nearby Harry F. Abate Elementary School and its general appearance:

> From my way of thinking, it does not look like a building where you go to study, read, and learn, but an amphitheater where the wings look like they are supporting the walls from crumbling down. The tower on top of the roof does not do anything but waste space and money.[120]

The Earl W. Brydges Library opened in 1974 and became the central location for the Niagara, Orleans, and Genesee Counties Library System (Nioga). The overcrowded shelves of the Carnegie Library (1904) south of the district were emptied and moved to the new library, which could store 300,000 books, magazines, and films.[121]

*Harry F. Abate Elementary School (1972)*

The project that resulted in the construction of the Harry F. Abate Elementary School evolved around the same time as the project for the Earl W. Brydges Library, and the two buildings are located on adjacent plots. The board of education began planning the school in the 1960s as a response to deteriorating educational conditions in the school district:

> When first conceived, the school was seen as a solution to racial imbalance, obsolete schools, lack of community recreational and adult education facilities, and shopworn teaching theories.[122]

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[119] Reif, "Blighted Niagara Falls Works to Rebuild Itself," *New York Times*, Oct. 1, 1973; Beiley, "Niagara Falls may be the only city in the world…."

120 Anthony Chirigoni, "Library 'a shame,'" *Niagara Gazette*, January 28, 1972.

[121] Beiley, "Niagara Falls may be the only city in the world…"

[122] Dick Wiltamuth, "When 1,200 youngsters first file into the Harry F. Abate Elementary School…" *Niagara Gazette*, March 19, 1972.

In 1970, the board of education approved plans submitted by architect Mogens Hertz of the Cannon Partnership for a school-based on an experimental method of education: the design consisted of eight learning areas devoted to specific subject areas spread throughout the school. In contrast to the more rigid classroom structures of traditional schools, the "open classrooms" of the Harry F. Abate Elementary School enabled students to spread throughout the learning environment and explore their interests with the guidance of teachers. It was also designed in part to lessen the distinctions between grade levels. Construction of the building began after the city acquired the parcel for both the school and the library. Sicoli & Massaro Construction Co. constructed the school:

> It is designed to house 1,290 pupils — kindergarten through 2nd grades in one building, 3rd through 6th grades in the other. Each connects to a central building housing administrative offices, library, auditorium, and cafeteria.[123]

The building was designed in the International Style, a common style for this building type. Features of the style employed in this school are its flat roof, utilization of asymmetrical rectangular forms with cantilevered projections, and its overall lack of ornamentation. Construction for the school cost the city an estimated $4.8 million to complete, financed by both the Niagara Falls Board of Education and the New York State Department of Education. After issues with construction delayed completion for a few months, the school opened in September 1972, replacing four separate schools throughout Niagara Falls.[124] Unfortunately, the experimental programming at the school did not achieve its intended results, and in the 1980s, the school transitioned to a more conventional approach to elementary education

*Whitewater Towers/Henry E. Wrobel Towers (1974)*

In the late 1960s and early 1970s, the Niagara Falls Housing Authority (NFHA) identified a need for affordable senior housing and orchestrated the construction of two large housing projects in the village. To build Whitewater Towers near the northern boundary of the Main Street Historic District, NFHA worked in coordination with Sanders and Associates, a development company based in Atlanta, Georgia. Sanders received $4.7 million through Section 23 of the Housing and Urban Development Act of 1965 to complete the project. The Section 23 program provided Sanders and Associates with the funds necessary to purchase the plot and oversee the project with the expectation that the company would lease the high-rise apartment building to NFHA upon completion. Sanders hired the Albert Elia Building Company to construct the building, which is faced with both poured-in-place and pre-cast concrete. The building was designed to accommodate 250 units, and an article published as the building neared completion described the developer's emphasis on residential comfort:

[123] Ed Collins, "School Complex Exterior Up for Decision," *Niagara Gazette*, Aug. 28, 1969.
[124] Dick Wiltamuth, "Abate School Is Behind Schedule," *Niagara Gazette*, March 10, 1972; Wiltamuth, "When 1,200 youngsters…," *Niagara Gazette*, March 19, 1972.

> Mr. Sanders said he was striving for "livability in the units." [He said] "We put in a few extra things, such as pre-cast sills and panels and we made the rooms larger than required."[125]

Upon completion in 1974, Whitewater Towers (later renamed Henry E. Wrobel Towers after Henry Wrobel, who served as executive director of NFHA) was the second high-rise apartment complex for elderly citizens in Niagara Falls. The 196-unit International Style Spallino Towers at 720 Tenth Street in Niagara Falls, (1970, extant, not NRE) was the first. Initially, both apartment complexes were open to all senior citizens without regard to income. Each was successful in its own way and drew seniors from Niagara Falls for different reasons. Whitewater Towers was well-liked for its one-bedroom apartments with no restrictions and an active tenant association that brought in a large variety of programs for the residents. Public spaces in Whitewater Towers were sparsely decorated but well-utilized. Spallino Towers initially had a strong Italian American population and local Italian American groups also brought in a variety of programming for the residents. Public spaces were more decorative and designed in a modern style akin to the era. However, the building offered studios and one-bedrooms and had certain restrictions for residents. Single individuals were not allowed to rent a one-bedroom apartment which caused issues for some potential renters.[126] Ownership of the building has since passed to NFHA, and the building remains in use as a senior living center.[127]

The construction of the Earl W. Brydges Library, Harry F. Abate Elementary School, and Whitewater Towers marked the last effort of major building and activity in the North End. These projects were the final chapter in forty years of government-subsidized projects constructed to enhance and maintain the vibrancy and relevance of the Main Street Historic District from the 1930s through the mid-1970s. While vestiges of pre-1970s government-funded projects are still evident, these three buildings are highly intact and significant as they mark the end of an era of large-scale government interventions in the district.

**Main Street Historic District – After the Period of Significance (1974–Today)**

Following its peak in 1960, the population of Niagara Falls never stabilized. The decline in population and the rise of the suburbs of Niagara Falls accelerated the decline in consumer activity in the North End. In 1979, the city council hired architect Bonnie Albert of Foit-Albert Associates to redesign the streetscape of the North End once again. Albert designed a system of uniform awnings above the storefronts along Main Street between Linwood Avenue and Ontario Avenue. Photo documentation from the Niagara Falls Public Library Archives

[125] "North End 'Senior' High-Rise to Open in June," *Niagara Gazette*, April 21, 1974.
[126] Karen Kennedy, "Interview with Tom Yots on the subject of Henry E. Wrobel and Anthony Spallino Towers," Buffalo, New York, November 9, 2020.
[127] "North End 'Senior' High-Rise to Open in June;" Elise Janiak, "New Elderly Housing Slated," *Niagara Gazette*, March 15, 1972.

suggests that the Forster Fabric Structures Company, based in Rochester, New York, installed the retractable awnings in 1980. These awnings later fell into disrepair, and all have been removed.[128]

Despite all of the efforts of NEBA and the city council in the second half of the twentieth century, business in the district continued to wane, resulting in a decline in building occupancy and, in turn, demolitions along Main Street. Jupiter Stores operated in the Kresge building until its closure in 1987.[129] National retail outlets like Macy's and JC Penney created insurmountable competition for Jenss Bros. Department Store as the century progressed, and the company began closing its doors in the 1990s. The North End location closed in 1995, and the remainder of the Jenss stores closed by 2000.[130] As of 2020, many of the storefronts in the Main Street Historic District remain unoccupied.[131]

Problems associated with the Earl W. Brydges Library continued to appear after the conclusion of the period of significance. The leakage responsible for the delay in construction was not resolved upon the library's opening, and Rudolph and the Albert Elia Company publicly exchanged blame for the issue for several years. The City of Niagara Falls filed lawsuits against both parties in 1981, and in 1982, the City of Niagara Falls undertook a renovation project that relieved the problem. Although the exterior alterations included in the renovation project removed several of the concrete buttresses on the library, the original design is still highly legible. Both lawsuits settled two years later: the city collected $1.1 million from the Albert Elia Company and $1.12 million from Rudolph, whose reputation and career sustained a major blow as a result.[132]

The Earl W. Brydges library remains the central location for the Nioga system, but its future is uncertain. While the 1980s renovation allowed for continued occupancy for many years, the library fell into measurable disrepair by the twenty-first century. A survey conducted in the early 2010s reported that the building required over $2 million worth of repairs; however, the distressed economic conditions in Niagara Falls have prevented the necessary overhaul. The City of Niagara Falls continues to search for solutions to the issue, but the building's future remains in jeopardy: as recently as October of 2019, the *Niagara Gazette* reported that members of the city council called for the construction of a new library to replace the Earl W. Brydges Library altogether.[133]

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[128] Rae Tyson, "Architect Builds a Full Life," *Niagara Gazette*, Sept. 23, 1979.
[129] "Niagara Discoveries: More Well Remembered Five-and-Dimes," *Niagara Gazette*, May 2, 2020.
[130] James Fink, "Jenss Turns Out the Light," *Buffalo Business First*, July 17, 2000.
[131] U.S. Department of the Interior, "Report on the Population of the United States: Twenty-Second Census, 2000" (Washington, DC: GPO, 2000).
[132] Mark Byrnes, "The Weird and Wonderful Library that Nearly Ruined Its Architect," *CityLab*, Oct. 13, 2016, https://www.citylab.com/design/2016/10/the-weird-and-wonderful-library-that-nearly-ruined-its-architect/497270/
[133] Byrnes, "The Weird and Wonderful Library that Nearly Ruined Its Architect," *CityLab*; Rick Pfeiffer, "Changes for Falls Library Could Be Coming," *Niagara Gazette*, Oct. 1, 2019.

Whitewater Towers/Henry E. Wrobel Towers remains in use as affordable housing for seniors, and there have been no significant changes to the building. The Harry F. Abate Elementary School continues to be used as an elementary school, although the experimental open classroom program ended by the 1980s. The exterior of the building remains largely unchanged, while the interior was divided into standard classrooms after the experimental education program ended.[134]

By the turn of the twenty-first century, the city's population fell below 60,000. Twenty years later, Main Street is a highly intact district that displays a variety of characteristics associated with its various periods of development. However, due to the decrease in population, little to no recent activity has taken place there, and many storefronts and buildings remain vacant. Fortunately, there has been a renewed interest around the Main Street Historic District of late that holds promise for a twenty-first-century resurgence. Suspension Bridge Village Preservation, a local non-profit dedicated to the history and economic development of Suspension Bridge Village, recently received grant funding from both the Niagara Falls National Heritage Area and the BRI-NK Foundation to conduct a historic resources survey of the area.[135] In 2015, the New York State Office of Parks, Recreation and Historic Preservation commissioned a Cultural Resources Investigation for the preliminary design and design approval for the north segment of the Robert Moses Parkway, which borders the western edge of the district.[136] As a result, this 1960s expressway, which effectively cut off the North End and other city neighborhoods from the Niagara Gorge for fifty years, has recently been removed. It is being replaced by a strip of parkland with woods and a pedestrian/bicycle trail along the gorge rim. This 36-million-dollar project will expand Niagara Falls State Park and open up the beauty of the gorge to visitors and the patrons of the district. The pedestrian/bicycle trail will become part of a network connecting to adjoining neighborhoods and other trail systems leading to the base of the gorge. Another promising project is the establishment of a new train station just north of the district that has great potential for increased tourism; it is the last stop in New York before entering Canada. Local leaders are hopeful that it will drive local excitement within the district as well as interest from national and international visitors. Local and state government officials feel that this project redefines the area to best facilitate ecotourism and local quality of life.[137] Together, all of these projects have the potential to positively impact the Main Street Historic District by drawing people and businesses back to the North End.

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[134] Frank Thomas Croisdale, "Noble Educational Experiment Not Suited to Today's Dangerous Times (Opinion)," *Niagara Falls Reporter*, Sept. 26, 2006.
[135] "Suspension Bridge Village Preservation Receives Grant funding," Suspension Bridge Village Preservation, November 14, 2018.
[136] "Niagara Gorge Corridor Design Report/Environmental Assessment, " PanAmerican Consultants, Inc., August 2015.
[137] City of Niagara Falls, *Niagara Gorge Corridor: Robert Moses Parkway Removal: Main Street to Findlay Drive Niagara Fall, New York*, 2020, accessed October 30, 2020. https://niagarafallsusa.org/niagara-gorge-corridor-robert-moses-parkway-removal-main-street-to-findlay-drive-niagara-falls-new-york/; Dave McKinley, "Niagara Parkway Bridge coming down," March 31, 2019. https://www.wgrz.com/article/news/local/niagare-parkway-bridge-coming-down

## ARCHITECTURAL DEVELOPMENT[138]

Architecturally and spatially, the district reflects Main Street's development as a commercial center during the nineteenth and early twentieth centuries, except for its three urban renewal-era projects. The buildings in the district embody a variety of distinctive characteristics associated with late nineteenth and early twentieth-century urban commercial architecture. They illustrate the popular architectural styles and practices of the day. Characteristic of the type and period, these buildings are primarily two-to-three-story attached brick rows distinguished by vertical orientation and elaborate ornamentation, particularly around window openings and cornice lines. The buildings display a general consistency of scale, forms, rooflines, orientations, and setbacks from the street, high-quality materials (stone, brick, terra cotta), and continuity, yet variety, in design. While many of the storefronts of these buildings have been modernized, the upper stories are largely intact.

Very few buildings survive in the historic district from the first half of the nineteenth century. And, despite its early prominence as an important commercial thoroughfare in the city of Niagara Falls, the research did not reveal any architects or builders for the district's antebellum buildings of the mid-nineteenth century. This is most likely due to the nascent status of the architectural profession in the city at that time. However, the district contains many building styles from the early Suspension Bridge-era of Main Street, which occurred during the mid-to-late nineteenth century. One of the oldest surviving resources in the historic district is the Colt Block, a three-story, twelve-bay stone ashlar commercial building at 2127 Main Street (corner of Ontario Avenue). This mid-nineteenth century building features simple massing and rectangular fenestration with flat-headed stone sills and lintels. Other buildings in the district surviving from the mid-nineteenth century include the First Congregational United Church of Christ at 822 Cleveland Avenue. Designed in the Greek Revival style with later Italianate updates, the building features a rectangular gable-front form with a pediment and full-height pilasters, a combination of segmental and round-arch fenestration, and a central three-story stone tower topped by a spire with a round-arch entrance, displaying characteristics of both styles. The First Congregational Church of Christ Parsonage at 813 Cleveland Avenue was constructed in the Romanesque Revival style later, ca. 1870. Although it received commercial and industrial additions in the 1950s and 1960s, its pronounced round arches and heavy, massive stone construction are still very legible in the building. Other churches from this era include The Church of the Epiphany at 1509 Main Street (extant). Constructed in 1866 in the Gothic Revival style, it features many elements of the style: front-facing gable; pointed and round-arch windows; and a bell tower.

There are also several commercial buildings constructed in various architectural styles during the latter part of the Suspension Bridge-era. A three-story Romanesque Revival style commercial building at 2119 Main Street

[138] Except where noted, all references to architectural styles in this section were derived from the Pennsylvania Historical & Museum Commission's Architectural Field Guide. www.phmc.state.pa.us/portal/communities/architecture/styles/categories.html.

was constructed circa 1885 and features heavy brick construction, round-arch windows on the third floor, and intricate brick patterns around windows and between the second and third floors. A later example of the style can be seen in 2018 Main Street. This three-story brick building was constructed circa 1910 and features round-arch windows on its third floor as well as intricate brick patterns on the arches and below the cornice line. Several buildings are designed in the Italianate style or possess Italianate updates. These buildings represent the prosperous railroad era of the late nineteenth century. Characteristic features employed in one or more combinations in these buildings include hipped roofs with heavy projecting cornices, stone facades, and decorative lintels. Representative examples of Italianate commercial buildings are Fink's Block at 2025 Main Street and Bramer's Tavern at 1402 Main Street. Fink's Block features a rectangular plan with a hipped roof and ashlar laid in regular courses. Windows feature cast-iron sills and pointed lintels. Bramer's Tavern features a rectangular plan and a hipped roof with paired decorative brackets beneath overhanging eaves.

From 1900 to 1930, Main Street's rising prominence as a commercial thoroughfare is reflected in structures designed by architects of regional and national reputation. Commercial retailing was booming at this time, thanks in part to the automobile. The first generation of architects who had attended university began to open offices in the city, and Main Street naturally benefitted from the efforts of some of these talented designers. A number formed partnerships or received the balance of their training in firms run by people with whom they had connections. Other architects in Western New York also designed buildings in the district. These architects favored the stylistic trends that were then popularly applied to commercial architecture across the United States, and many of their designs during that period reflect an emphasis on Classical Revival styles.[139]

Simon Larke designed the Jenss Department Store at 1708 Main Street in 1916. The building features restrained Neoclassical Revival details such as its formal symmetrical design with center entry, rectangular double-hung windows, and an intricate cornice with dentils and egg and dart molding. He and his son, Russell Larke, designed Cataract National Bank at 1631 Main Street in 1924, also in the Neoclassical Revival style. Features of the building include its symmetrical design with center entry, uninterrupted vertical piers articulating bays which contain spandrels with circular reliefs, and a denticulated cornice, all done in Briar Hill sandstone. Leon H. Lempert & Son provided the design for the Bellevue Theatre, at 1711 Main Street, in 1921 in the Colonial Revival style. Elements of the style employed in this brick building are its symmetrical facade and second-floor double-hung windows framed by pilasters, as well as its pedimented parapet. Kirkpatrick & Cannon designed a Spanish Colonial Revival style building at 1309 Main Street for the E.A. Kinsey Auto Company in 1929. This building features a low-pitched, clay tile roof, a round-arch window, low-relief carving at the cornice line, and stucco exterior walls, all characteristics of the style.

[139] Walter Richard Wheeler, "Downtown Genesee Historic District, City of Utica, Oneida County, New York," National Register Nomination, May 10, 2018, Section 8, 92-93.

Other buildings in the district are examples of other early-twentieth-century styles, such as Beaux-Arts, Art Deco, and Tudor Revival. The two-story, white terra-cotta Moses Building, constructed in 1926 at 1700 Main Street, is not only a later example but the only example of Beaux-Arts architecture in the historic district. The style's formal symmetry and classical Greek and Roman decorative elements are evident in this building with its dentil molding below the cornice, Ionic pilasters separating the bays, and decorative facade elements such as floral patterning and a shield above the south entrance. The three-story Quinn Block at 1812 Main Street was constructed in 1924 in the Art Deco style. It is composed of hollow tile block faced with buff brick and stone. Elements of the style employed in this building are its overall sharp-edged, linear appearance as well as its large decorative panels featuring carvings of quatrefoils and pointed trefoil arches that extend above the third-story windows and terminate in a crenelated parapet. The two-and-one-half story brick and terra-cotta YMCA of Niagara Falls at 1329 Portage Road was constructed in 1924 in the Tudor Revival style. Features of the style in this building are the parapeted roofline (the hipped roof was a ca. 1940s addition) and the ornamental stonework around the windows and the entrance. The windows on the facade feature transoms with terra-cotta surrounds with hood molds and quoining. The terra-cotta lancet-arch entrance features quoining, hood molding, and quatrefoil details in the spandrels. All three of the aforementioned buildings exemplify architectural designs associated with the building boom in the early twentieth century.

There are several excellent examples of early twentieth-century commercial style buildings in the district. The Kresge Building, a former five-and-ten store at 1916 Main Street was constructed in 1925. It is representative of the one-part commercial block popular in the late nineteenth and early twentieth centuries in small cities. The Kresge Building is a one-story brick rectangular building with an ornate facade featuring a stepped parapet with a central stone panel inscribed "KRESGE" that is flanked by two low-relief circular panels. Its distinctive storefront features curved, recessed end-bay entrances and a wide central display window with full-height glass panels and a metal glazing system. The Bowen Building at 1802 Main Street and the former Silberberg Bros. Department Store at 855 Niagara Avenue are examples of the two-part commercial block. This type of building is the most common form for small and moderate-sized commercial buildings in the United States and is generally limited to two to four stories. The Bowen Building, constructed in 1929, is a two-story brick building that employs panels of brick laid in a basket weave pattern with an inset of diamond-shaped tile that flanks the three round-arch window openings with wood and leaded-glass casements on its second floor. The former Silberberg Bros. Department Store, constructed in 1923, is a two-story, four-bay brick building with polished granite panels and glass block beneath its display windows on the first floor. Decorative flush brickwork delineates the window openings on the second floor; the building is topped by a slightly stepped parapet.[140]

[140] Frances R. Kowsky, "Early Twentieth-Century Commercial style," *Buffalo as an Architectural Museum.* https://buffaloah.com/a/archsty/2020.html.

Finally, some later buildings reflect the final attempt to bring attention to Main Street. There are three notable examples of Modern architecture in the district: Harry F. Abate Elementary School, the Earl W. Brydges Library, and Whitewater Towers/Henry E. Wrobel Towers. The one-story brick Harry F. Abate Elementary School at 1600 Lockport Street was constructed in 1972 and designed by Mogens Hertz of the Cannon Partnership in the International Style. Schools were common building types for this style. Although most prevalent from 1930 into the 1960s, the influence of the International Style continued long after its period of popularity. Features of the style employed in this school are its flat roof, utilization of asymmetrical rectangular forms with cantilevered projections, and its overall lack of ornamentation. Also designed in the International Style is Whitewater Towers (now known as Henry E. Wrobel Towers). Constructed in 1974 by local contractor, the Albert Elia Construction Company, this thirteen-story concrete apartment complex for seniors features flat roofs, rectangular forms, ribbon windows, and a lack of ornamentation. The massive concrete Earl W. Brydges Library at 1425 Main Street was designed in the Brutalist style by renowned architect Paul Rudolph in 1973. Brutalism was a variation of modern architecture that relied on sculptural rather than classical forms of the Modern Movement and was especially popular in civic projects from the 1950s until the 1980s. Rudolph's monolithic design included all the features of the style: a visually heavy edifice with geometric lines, solid concrete frames, exaggerated slabs, massive forbidding walls, exposed concrete, and a monochrome palette.[141]

As previously discussed, in the late-nineteenth and early twentieth century, Main Street's rising prominence as a commercial thoroughfare is reflected in structures designed by architects of regional and national reputation. During its period of decline in the mid-to-late-twentieth century, architects of the same caliber were attracted to projects in the Main Street Historic District in efforts to revitalize the area with important modern designs. The backgrounds and accomplishments of the Main Street Historic District architects are discussed in this section.

*Simon & Russell Larke*

Simon Larke (ca. 1866-1939) began his career in the construction trades in Toronto before he settled in Niagara Falls, New York in 1893. Larke was a partner in the firm of George W. Wright & Co. from 1893 to ca. 1902, before he opened his practice. In the 1920s, as a member of Associated Architects, he teamed up with Charles F. Obenhack (c. 1886-1964), the first academically trained architect in Niagara Falls (Obenhack received his degree from Syracuse University's School of Architecture) to design the Neoclassical style Niagara Falls High School on Pine Avenue (NR, 2001).. Larke was responsible for the design of the Jenss Department Store at 1708 Main Street in the district. He also designed residential homes in Niagara Falls. The Greig House (1921) at 705 Chilton Avenue, the Sherry House (1925) at 765 Park Place, and the Batts house (1922) at 741 Fourth Street were all designed by Larke in the popular Colonial Revival style. Simon's son, Russell G. Larke (1895-

[141] " Brutalist Architecture – A Retrospective," *Architecture & Design,* accessed March 23, 2020. https://www.architectureanddesign.com.au/features/list/a-look-at-brutalist-architecture//

1996), joined his father's firm in the 1920s. Together, they designed Cataract National Bank (1924) at 1631 Main Street in the district. Another of their notable projects was the Stratford Arms Apartments (1927) at 565 Seventh Street, designed in the Tudor Revival style. Russell later took over the office following his father's death and went on to design a small office and apartment building outside the district at 751 Seventh Street (1939) that is possibly the first full expression of Modernism in the city. Russell continued to practice until the 1980s.[142]

*Leon H. Lempert & Son Theatrical Design*

Leon H. Lempert & Son Theatrical Design was a Rochester, New York-based architectural firm that specialized in theatrical design from 1885 until the 1930s. During this period, the father and son team designed countless opera houses and theaters, primarily in upstate New York (the Lemperts designed seventy-three theatres in New York state alone). Leon H. Lempert Sr. was in charge of the firm's opera house projects, which were mostly built in the 1890s in many small upstate towns such as Granville, Seneca Falls, and Albion. Leon Jr. designed the later theatres, which were predominantly movie theatres, in larger cities such as Buffalo and Rochester. The firm is responsible for the design of the Bellevue Theatre/Rapids Theatre (1921) at 1711 Main Street in the district. They went on to expand their practice beyond New York to New England, New Jersey, Ohio, Pennsylvania, West Virginia, and across the border into Ontario.[143]

*Wright & Kremers*

Chester W. Wright (1889-1980) and Ernest Kremers (1889-1972) formed an architectural practice called Wright & Kremers in Niagara Falls in 1913. Wright was a native of the city and the grandson of the aforementioned George W. Wright, one of the earliest architects in Niagara Falls. Chester Wright met Kremer when the two were classmates at the University of Michigan studying architecture. Together, they designed many buildings in Niagara Falls in the early part of the twentieth century. In the 1920s, Wright & Kremers shifted their business to construction and real estate and became contractors for many of the city's most important buildings. They were responsible for the construction of the Bellevue Theatre/Rapids Theatre (1921).[144]

[142] "Historic Resources Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls, 4-8, 4-9, 4-20, 4-22, 4-25.
[143] Ann Satterthwaite, *Opera Houses on Main Street, Where Art and Community Meet*, Oxford University Press, 2016, 236.
[144] "Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls, 4-8; "Contracts Awarded," *American Contractor*, Vol. 41, August 28, 1920, 42.

*Kirkpatrick & Cannon*

Norton H. Kirkpatrick trained at the Ecole des Beaux-Arts before opening an office in Niagara Falls in 1915. In 1920, he teamed up with Will Alban Cannon. Cannon was a Niagara Falls native who had earned a degree in architecture from the University of Pennsylvania in 1916. The firm quickly became local leaders in the architectural field and was awarded important projects such as City Hall and the Carborundum administration building on Buffalo Avenue. Other well-known projects by the firm were the First Unitarian Church (1921) at 639 Main Street, St. Mary's Nurses Residence (1927) at 542 Sixth Street, the Ripple Building (1921) at 717 Main Street, and the Jefferson Apartments (1925). In the district, Kirkpatrick and Cannon designed the E.A. Kinsey Auto Company building in the Spanish Colonial Revival style at 1302 Main Street in 1929. Although the team designed two other buildings in this style in the city ( 503 Third Street, 1923 and 469 Third Street, 1924), the Kinsey Auto Company building is the finest example in the town of this style.[145] Kirkpatrick died in 1934 and Cannon eventually went on to form another architectural firm as noted below.[146]

*Cannon, Thiele, Betz & Cannon/Cannon Partnership*

Prominent mid-twentieth century architects are also represented by projects within the district. In 1945, Will Alban Cannon, Will Alban Cannon Jr., Charles Thiele, and Anthony Betz formed the architectural firm of Cannon, Thiele, Betz & Cannon. John D. Cannon joined the firm in 1950. Their office, with its staff of twelve personnel, was located at 2637 Main Street in Niagara Falls. In the early days of the firm, their work was focused on institutional type design and engineering with an emphasis on the health and education fields. Shortly after the deaths of Anthony Betz and Will Alban Cannon in the early 1960s, the firm opened an office in Williamsville as the company had grown from twelve to one hundred employees over time. In 1968, the firm changed its name to the Cannon Partnership and acquired thirteen acres on Grand Island for its headquarters. The firm won a state award for the Modern design of the Harry F. Abate Elementary School located on Lockport Avenue in the district. Other regional projects completed by the firm in the 1970s were Roswell Park Cancer Center, the Deaconess Hospital expansion, and various high schools in Williamsville, Orchard Park, and Buffalo. The firm was also involved in work outside of the New York state. The firm is now known as CannonDesign and has evolved from a traditional architecture and engineering firm into one of the most integrated design practices in the world.[147]

[145] "Intensive Level Survey, Downtown Neighborhood, City of Niagara Falls, 4-9, 4-18.4-21.
[146] "Funeral of Architect Will Be Held at Lewiston Heights," *Buffalo Courier Express,* May 26, 1934, 22.
[147] "Cannon Partnership," *Buffalo Courier Express,* September 9, 1973, 89; http://www.cannondesign.com/about/our-firm/

*E. Bruce Garver*

E. Bruce Garver was one of the architects commissioned by NEBA for Operation Main Street. The son of John N. Garver, vice president at Manufacturers and Traders Trust Co., Garver graduated from Princeton University in 1955, studied for a time at L'École Superieure des Beaux-Arts in Paris, and later received a master's in architecture from the University of Pennsylvania. At the time of his work with Stieglitz on Operation Main Street, Garver was employed as an associate architect for the City of Buffalo's Urban Renewal Department.[148]

Garver's projects as an architect include two buildings for Kaiser Permanente, a managed care provider, in Los Angeles.The obituary that appeared in the *Buffalo News* indicates that he also worked in New York City; Newport, Rhode Island; and Silicon Valley. In 1972, Garver restored the Romanesque rowhouses at 174-182 North Pearl Street in the Allentown Historic District in Buffalo (1890, NR 2011). Garver died in 2012 at the age of 78.[149]

*David T. Stieglitz*

David T. Stieglitz, an architect based in Buffalo, worked alongside Garver on Operation Main Street. Stieglitz moved to Buffalo in the late 1960s after he and his wife, fellow architect Frances, gained experience in environmental design in Switzerland. Stieglitz served as one of the founding faculty members of the School of Architecture and Planning at the University at Buffalo. He also participated in numerous local environmental advocacy efforts, including the foundation of the Energy Research Group of Western New York, a nonprofit organization, and the design of Project Capricorn, a theoretic urban plan for a sustainable city. His design for the WKBW headquarters at 7 Broadcast Plaza in Buffalo (1978, extant) was one of the first of its kind to rely entirely on passive heating. Stieglitz is currently the Senior Partner at Stieglitz Snyder Architecture.[150]

*Paul Rudolph*

Paul Rudolph (1918-1997) was one of the most prominent Modern architects in the United States after World War II. He received a bachelor's degree in architecture from Alabama Polytechnic Institute in 1940 and a master's degree from Harvard University, where he studied under Walter Gropius. Rudolph worked in Sarasota, Florida, in the late 1940s and early 1950s for the firm Twitchell and Rudolph, where he first designed private

[148] "E. Bruce Garver, Architect, City Urban Design Coordinator," *Buffalo News*, Nov. 28, 2012; "Janet Hallstrom Is Married to E. Bruce Garver," *Philadelphia Inquirer*, Sept. 3, 1967.
[149] E. Bruce Garver, Architect, City Urban Design Coordinator," *Buffalo News*, Nov. 28, 2012.
[150] Philip Nyhuis, "David Stieglitz: The Big Picture," *Buffalo Spree*, Dec. 2010.

residences and later worked independently. One of his early institutional works was the Mary Cooper Jewett Arts Center for Wellesley College (1955-1958). Rudolph then served as chairman of the department of architecture at Yale University from 1958 to 1965. Here he designed Yale's School of Art and Architecture (1958-1963), which was considered to be one of his masterpieces. The ten-story concrete and glass building sited on an urban corner lot had a sculptural form and an interior that appeared seamless, flowing, and filled with light. Other notable buildings designed during his tenure at Yale were the Boston Government Service Center (1963) and the Endo Laboratories in Garden City, New York (1962-1964). Rudolph left Yale in 1965 to develop a practice in New York City that grew tremendously as he took on commissions for master plans for urban communities, designs for campuses and educational buildings, office buildings, and residential projects. In 1968, Rudolph was chosen to design the Earl W. Brydges Library on Main Street in the district. The Brutalist design was featured in a 1970 MoMA exhibit, *Works in Progress*, along with other contemporary works by Rudolph and his peers. Despite its innovative and progressive design, the building suffered from multiple structural problems both during and after its construction in 1973. Rudolph's failure to rectify these problems resulted in negative press and a lawsuit by the city of Niagara Falls, New York. Rudolph's reputation began to wane in the late 1960s in the United States as a result of the increasing popularity of Postmodernism's revival of historical styles; however, he continued to accept large commissions in Asia.[151]

*Albert Elia Building Company*

The Albert Elia Building Company, the agency responsible for the construction of both the Earl W. Brydges Library and Whitewater Towers/Henry E. Wrobel Towers, was founded by Albert Elia, an architect who immigrated to Niagara Falls from Italy and began practicing as a contractor in 1917. In 1947, Elia's sons, Albert, Alfred, Alan, and Arthur, incorporated the company and began expanding the scope of business. The company originally constructed residences, but by the second half of the twentieth century, the Albert Elia Building Company grew to command a large share of the market for major industrial, institutional, and civic construction projects in Western New York.[152]

In addition to their work in the Main Street Historic District, the Albert Elia Building Company participated in several other noteworthy projects throughout the region. The company constructed the Lewiston-Porter Junior High School (1957, extant) and an addition to the Niagara County Court House (1856, NR 1997) in 1958. In addition, the company constructed part of the Robert Moses Niagara Power Plant (1957-63, NR 2017), and also

[151] "Paul Rudolph, American Architect," *Encyclopedia Britannica*, Encyclopedia Britannica, Inc., October 19, 2019, https://www.britannica.com/biography/Paul-Rudolph; Mark, Byrnes, "The Weird and Wonderful Library that Nearly Ruined Its Architect."

[152] "Our History," the website for Sevenson Environmental Services, Inc., accessed Jan. 9, 2019, https://sevenson.com/about/; "Arthur A. Elia (Obituary)," the website for M. J. Colucci & Sons, updated December 22, 2011, https://www.mjcoluccifuneralchapel.com/obituary/1347137.

participated in the dewatering of Niagara Falls in conjunction with the US Army Corps of Engineers in 1969. The latter project involved diverting the flow of the Niagara River entirely to allow access to the American Falls and maintenance on the rock face.[153]

The focus of the firm shifted again in the aftermath of the environmental disaster at Love Canal, a neighborhood of Niagara Falls. After residents discovered that toxic waste was causing an alarming number of cancer cases in the area, the federal government created the Superfund program to finance the cleanup of Love Canal and other hazardous sites throughout the United States. The Albert Elia Building Company reorganized as the Sevenson Containment Corporation and conducted the cleanup of the site at Love Canal. Since the reorganization, Sevenson has completed nearly 1,500 environment cleanup projects at contaminated sites throughout the United States, many of which are financed by the Superfund program.[154]

*Sicoli & Massaro Construction Co.*

Sicoli & Massaro Construction Co. is the Niagara County-based general contracting company that completed the construction work for Harry F. Abate Elementary School. The company was founded in the early 1960s by Dominick Massaro and Benjamin Sicoli. In 1963, Massaro's brother, Frank, left his position as director of public works for the City of Niagara Falls to serve as secretary and treasurer of the company. In addition to their work on the Harry F. Abate Elementary School, Sicoli & Massaro participated in the construction of other school building projects in the area, including a 1962 addition to the Errick Road School in Wheatfield (extant) and Cataract Elementary School in Niagara Falls (2007, extant). Sicoli & Massaro also constructed Pilot Field (1988, extant), the Lewiston Master Sewer Project (ca. 1975), the Seneca Niagara Hotel and Casino (2002, extant), and the Steuben County Office Building (extant).[155]

*Sanders and Associates*

Sanders and Associates was the urban development agency responsible for the construction of the International Style Whitewater Towers/Wrobel Towers. Bill G. Sanders, the founder of Sanders and Associates, received a master's in city planning from Georgia Institute of Technology in 1965 and began working for the architectural firm Mayes, Suddeth & Etheredge. Sanders left that business to found Sanders and Associates in 1967, which originally operated in Atlanta, Georgia, as a consultancy firm for architecture and city planning. In 1970, the firm reorganized to specialize in the development of large housing complexes for low-income residents, usually

[153] Dick Utts, "Successful Business Is Built from Scratch by Chamber Head," *Niagara Gazette*, July 10, 1960; "Arthur A. Elia; "Our History; "Arthur A. Elia (Obituary).
[154] "Our History;" "Arthur A. Elia (Obituary).
[155] "Frank M. Massaro, Falls Construction Executive," *Buffalo News*, May 10, 2015; "Dominick C. Massaro," *Niagara Gazette*, May 10, 2015; "School Addition Sod Turned," *Niagara Gazette*, June 16, 1962.

with some degree of assistance from HUD and FHA programs. In 1978, Asbury D. Snow, the vice president of Sanders and Associates, reported in a prepared statement to the Congressional Subcommittee on Government Operations that the company was responsible for at least twenty-eight housing projects in the United States to date. This figure includes both Whitewater Towers/Henry E. Wrobel Towers in the Main Street Historic District, as well as the Kenmore Village Apartments in the Village of Kenmore (1975, extant).[156]

Overall, the Main Street Historic District contains significant examples of the work of many principal architects in the city of Niagara Falls during the period of significance, as well as of state and nationally-known practitioners.

## CONCLUSION

The Main Street Historic District has throughout its history served as an important commercial corridor for the city of Niagara Falls. It possesses a high level of visual and architectural integrity and continues to reflect its historic identity as the northern commercial core of the city. The historic district retains the scale, massing, and architectural details characteristic of a small, late nineteenth to early twentieth-century business district in Western New York, framed by important urban renewal era projects that strove to modernize the district. Together, the buildings in the district embody the history of the community from 1855 to 1974 – its period of significance – representing its years of economic success, subsequent decline, and efforts at rejuvenation through community development and modernization. As a group, the buildings represent the commercial and institutional history of the district from just after the opening of Suspension Bridge to the end of its community development era. Buildings and associated landscapes within the district offer examples of all the major architectural styles and planning approaches current at different times, including the large commercial and retail houses built during Niagara Fall's late-nineteenth and early-twentieth-century transportation and commercial heyday, civic-minded projects from the first quarter of the twentieth century, less architecturally distinguished structures from the city's post-industrial period after World War II, and the variations on Modernism favored by the community development programs. As a group, these structures represent the public face of the district as known and recognized by its citizens and chart the progress of local commerce and the architectural profession during that period.

[156] "News of the Alumni by Classes," *Georgia Tech Alumni Magazine* 45, no. 7(1967), 48; Hearings *Before a Subcommittee of the Committee on Government Operations*, 95th Cong. 576 (1978) (prepared statement of Asbury D. Snow, Jr., Vice President, B. G. Sanders & Associates, Inc.); "North End 'Senior' High-Rise to Open in June," *Niagara Gazette*, April 21, 1974.

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Verbal Boundary Description

The boundary is indicated with a heavy line on the attached maps with scale.

Boundary Justification

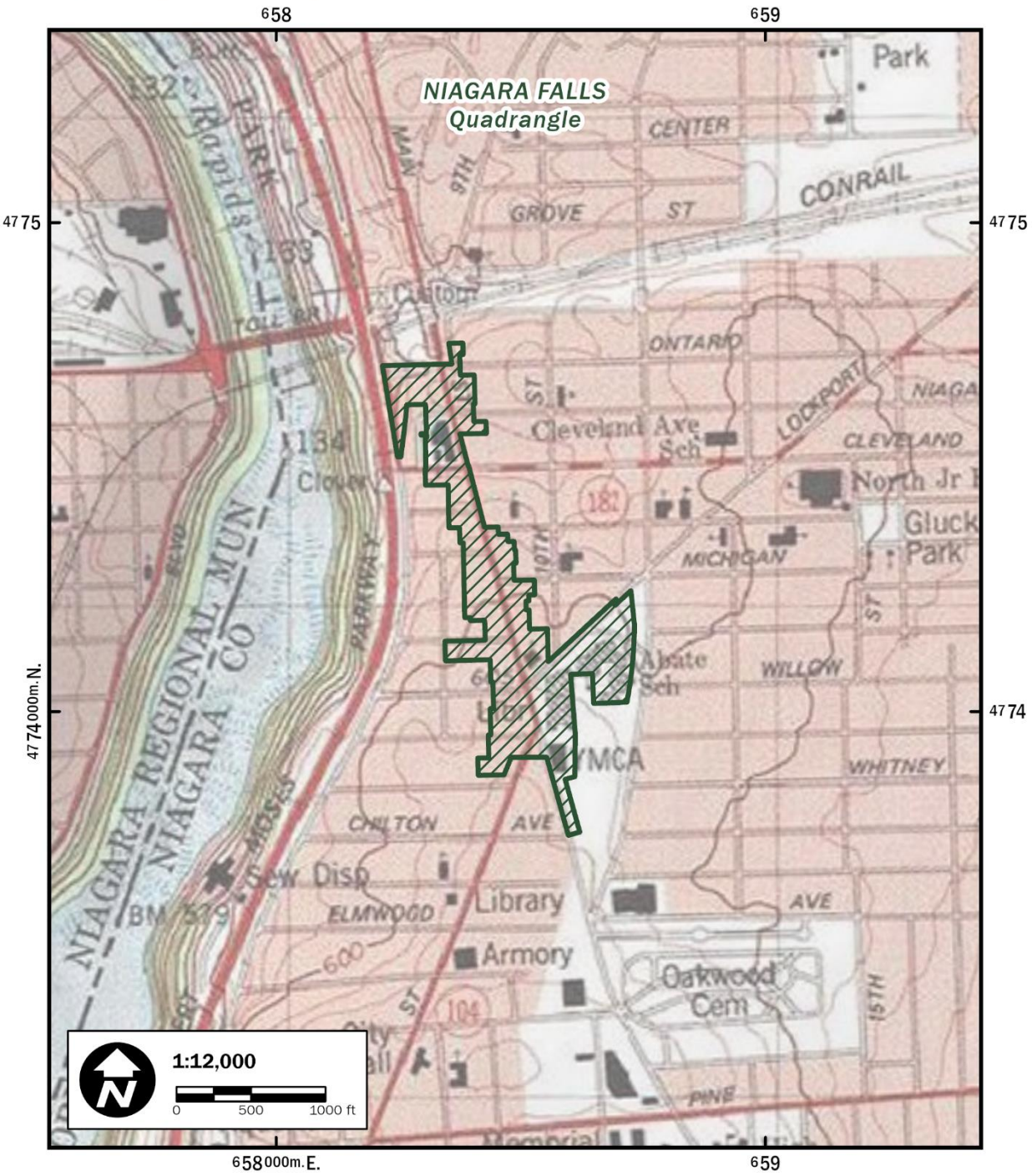
The district boundaries are drawn to include the most intact stretch of buildings within the historic commercial core of Main Street in Niagara Fall's North End, a part of the City of Niagara Falls that began settlement in the mid-nineteenth century following the opening of Suspension Bridge, linking Canada to the United States. The district is characterized by a great number of commercial buildings interspersed with religious, civic, and social structures dating from the mid-nineteenth and early twentieth centuries. It also includes a group of mid-century structures that were built as a result of later community development efforts to modernize and revitalize the district. The community development-related structures provide visual and chronological anchors to the district on its north and south ends. In addition to the north-south spine of Main Street, the boundaries also take in adjacent commercial properties on the side streets to the east and west that retain integrity and are similar to the Main Street resources in period, type and function.

Additional UTM References

| Point | Easting | Northing |
|---|---|---|
| 5 | 658717 | 4774019 |
| 6 | 658621 | 4773754 |
| 7 | 658597 | 4773747 |
| 8 | 658413 | 4773870 |
| 9 | 658346 | 4774104 |
| 10 | 658248 | 4774521 |

Reference points are in NAD 1983 UTM Zone 17N.

Main Street Historic District
City of Niagara Falls, Niagara County, New York

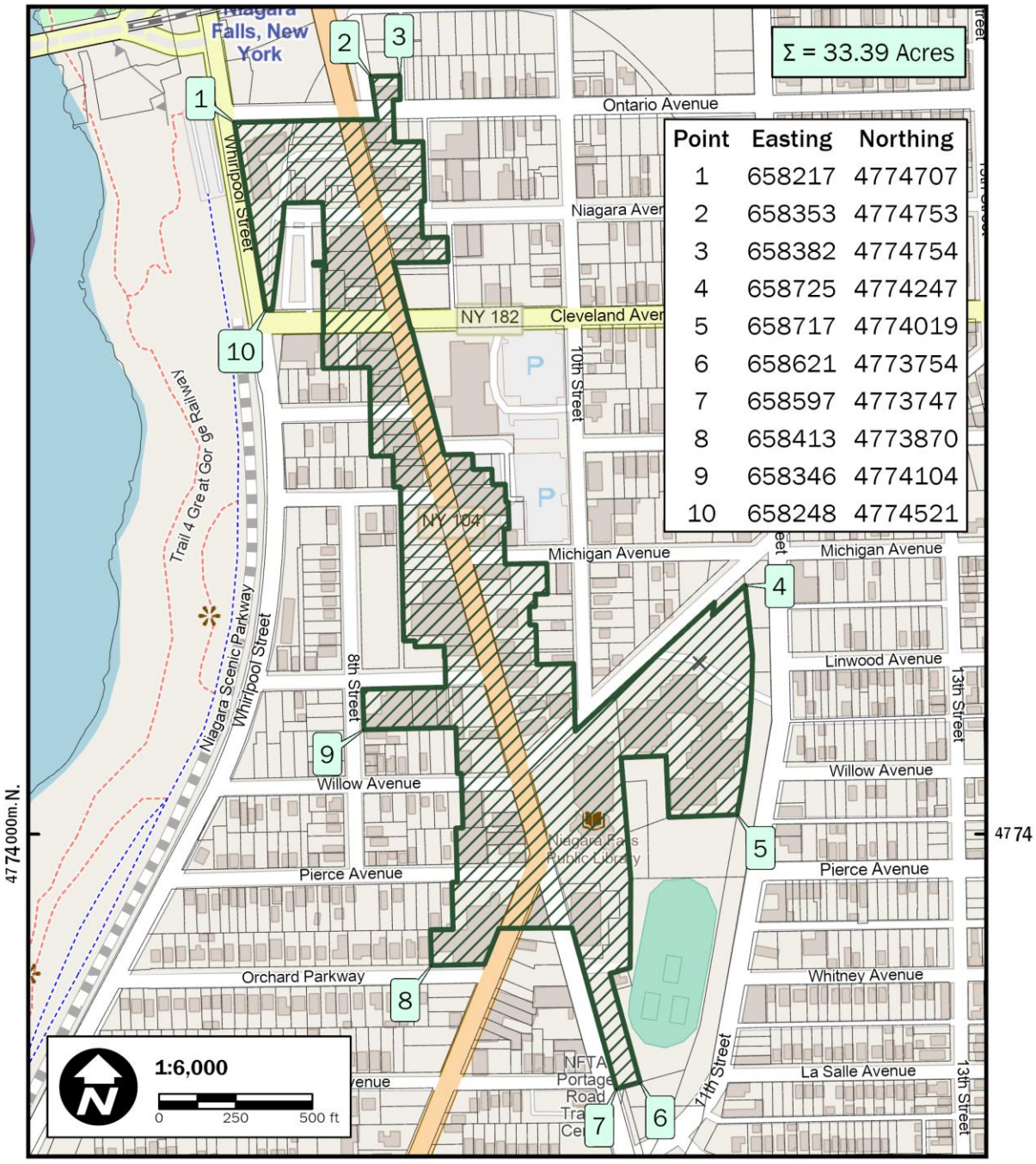



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

Nomination Boundary

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

Main Street Historic District
City of Niagara Falls, Niagara County, New York

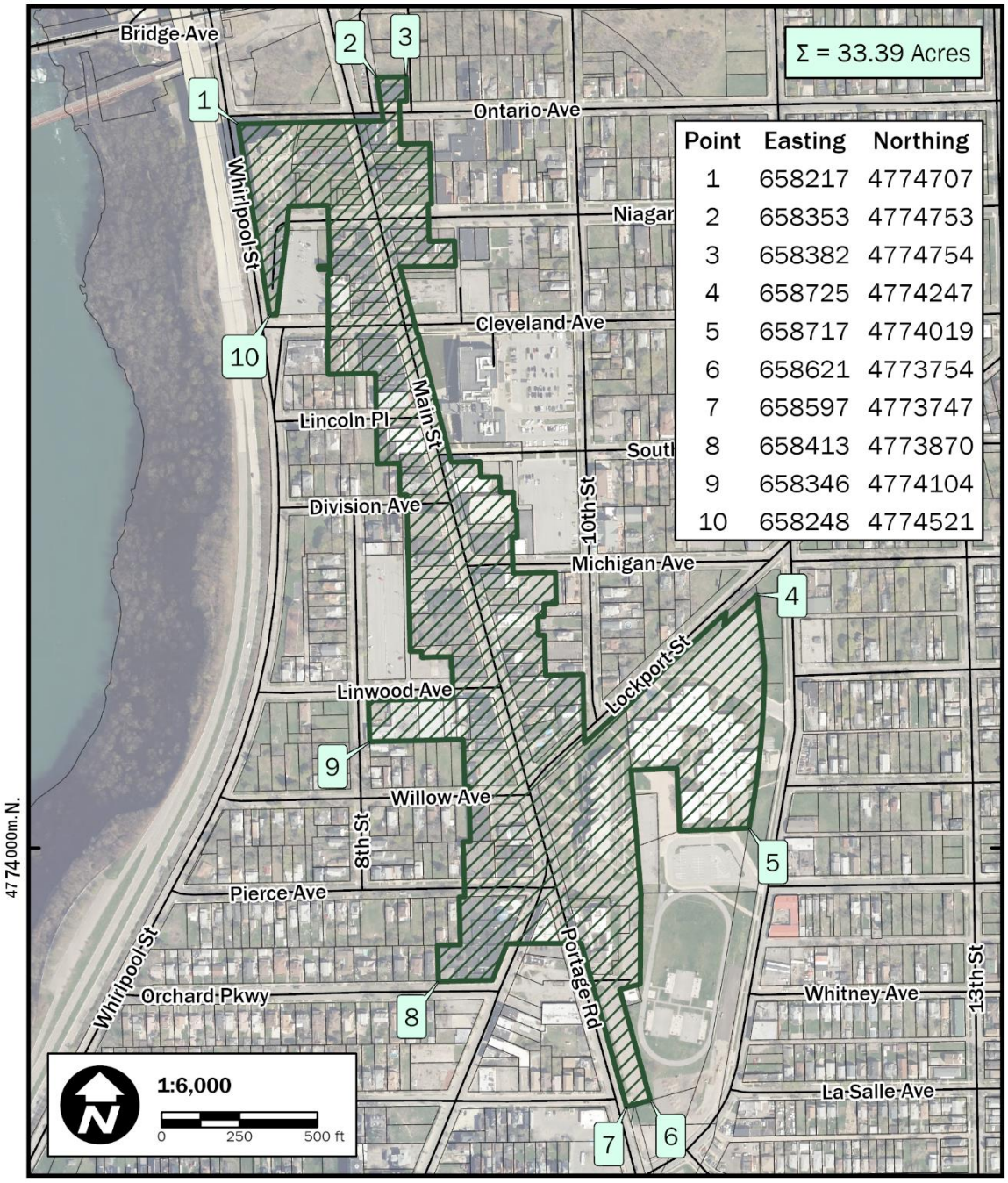



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

Nomination Boundary

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

Main Street Historic District
City of Niagara Falls, Niagara County, New York



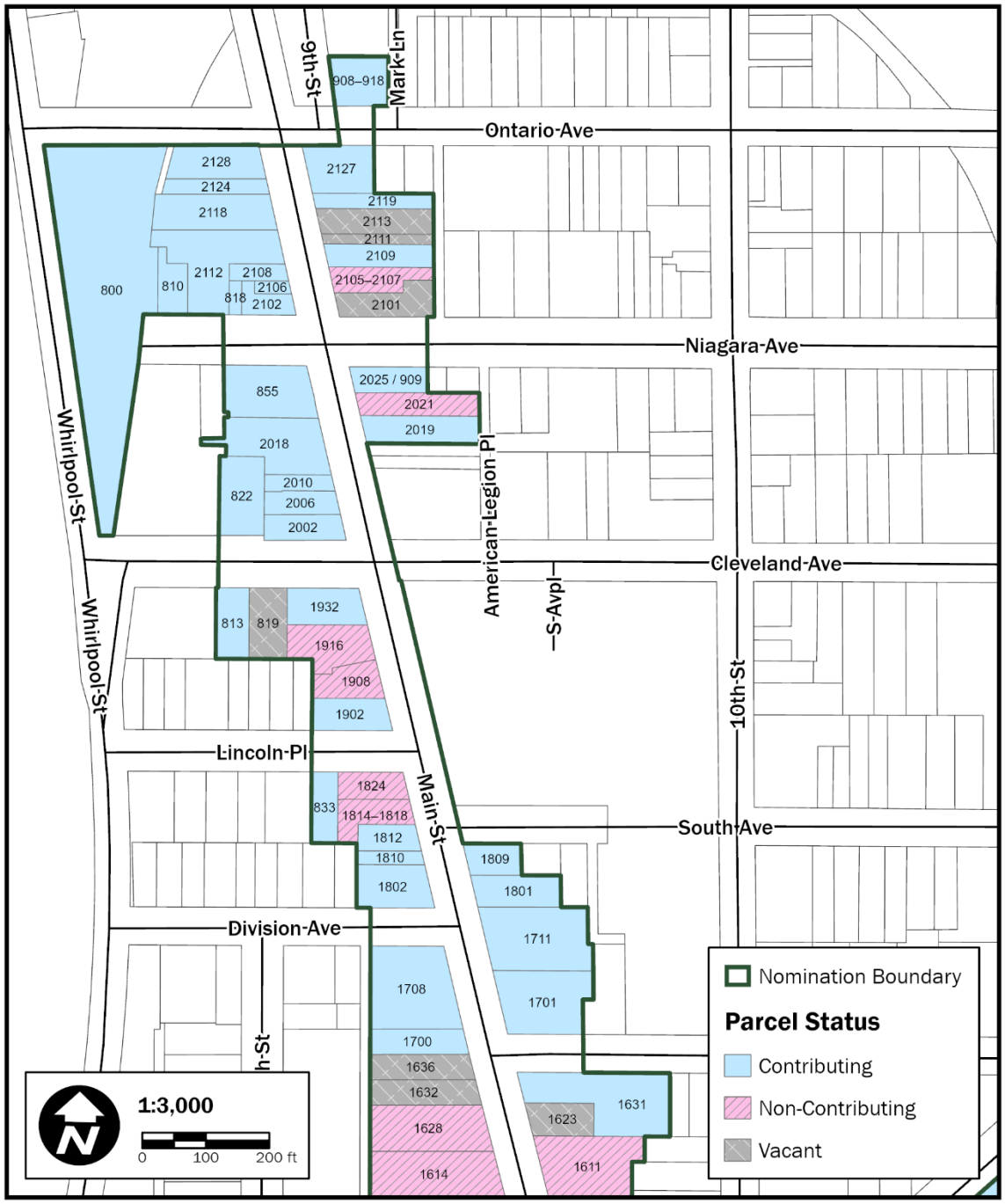

Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

Nomination Boundary

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

Main Street Historic District
City of Niagara Falls, Niagara County, New York

Parcel Status Map
1 of 2 (North)

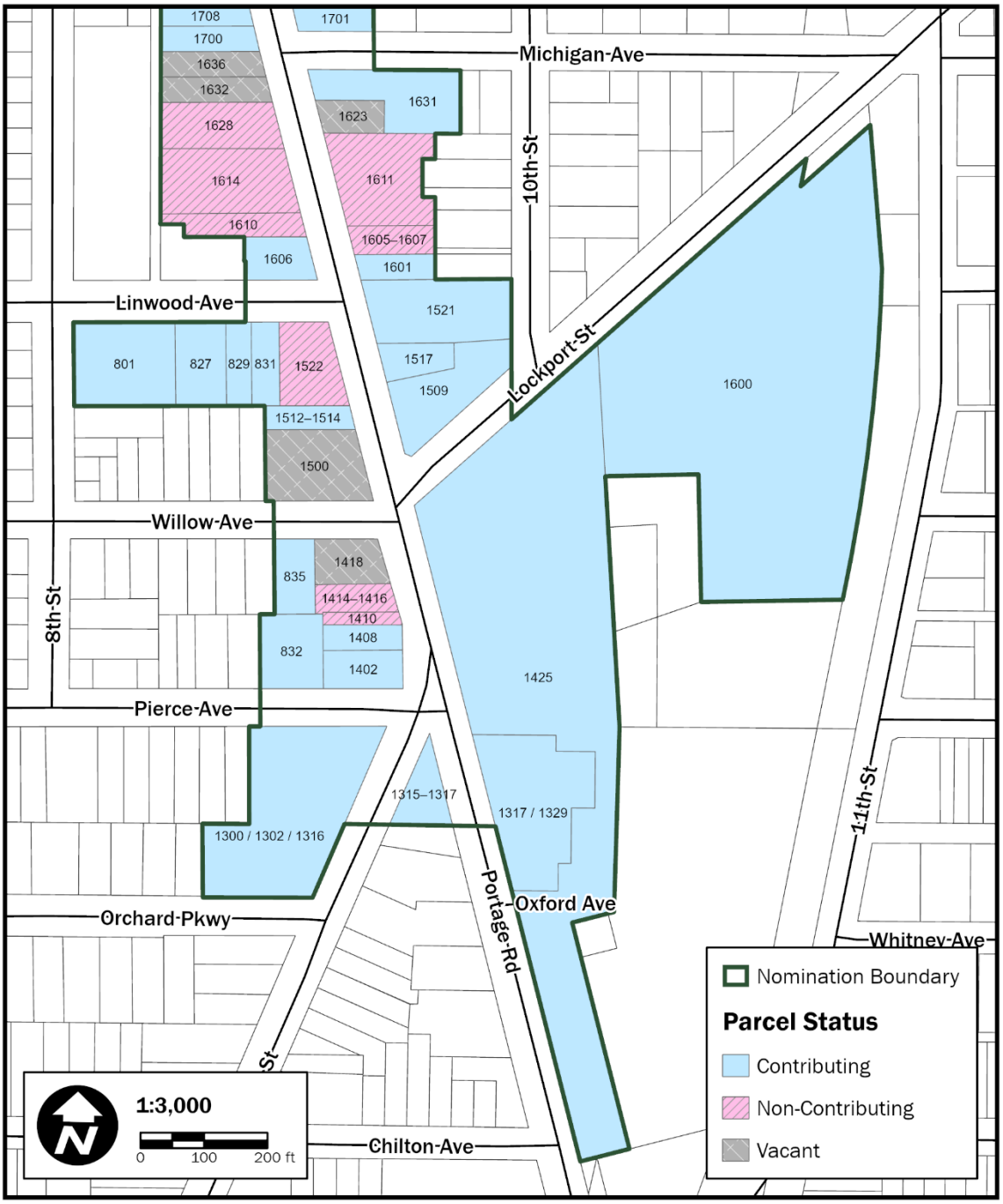



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

Main Street Historic District
City of Niagara Falls, Niagara County, New York

Parcel Status Map
2 of 2 (South)

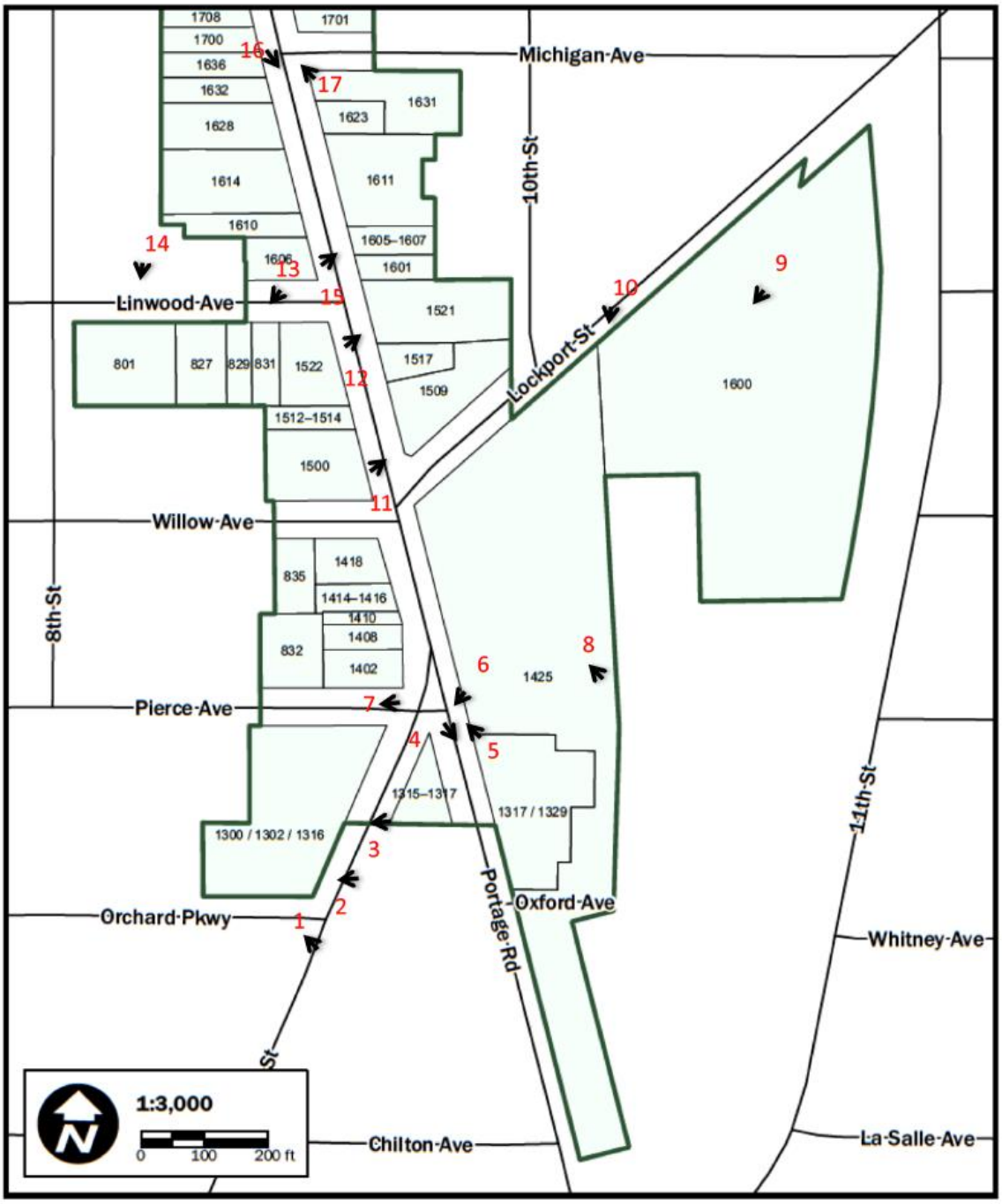



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

**Main Street Historic District**
**City of Niagara Falls, Niagara County, New York**

Photo Key
2 of 2 (South)

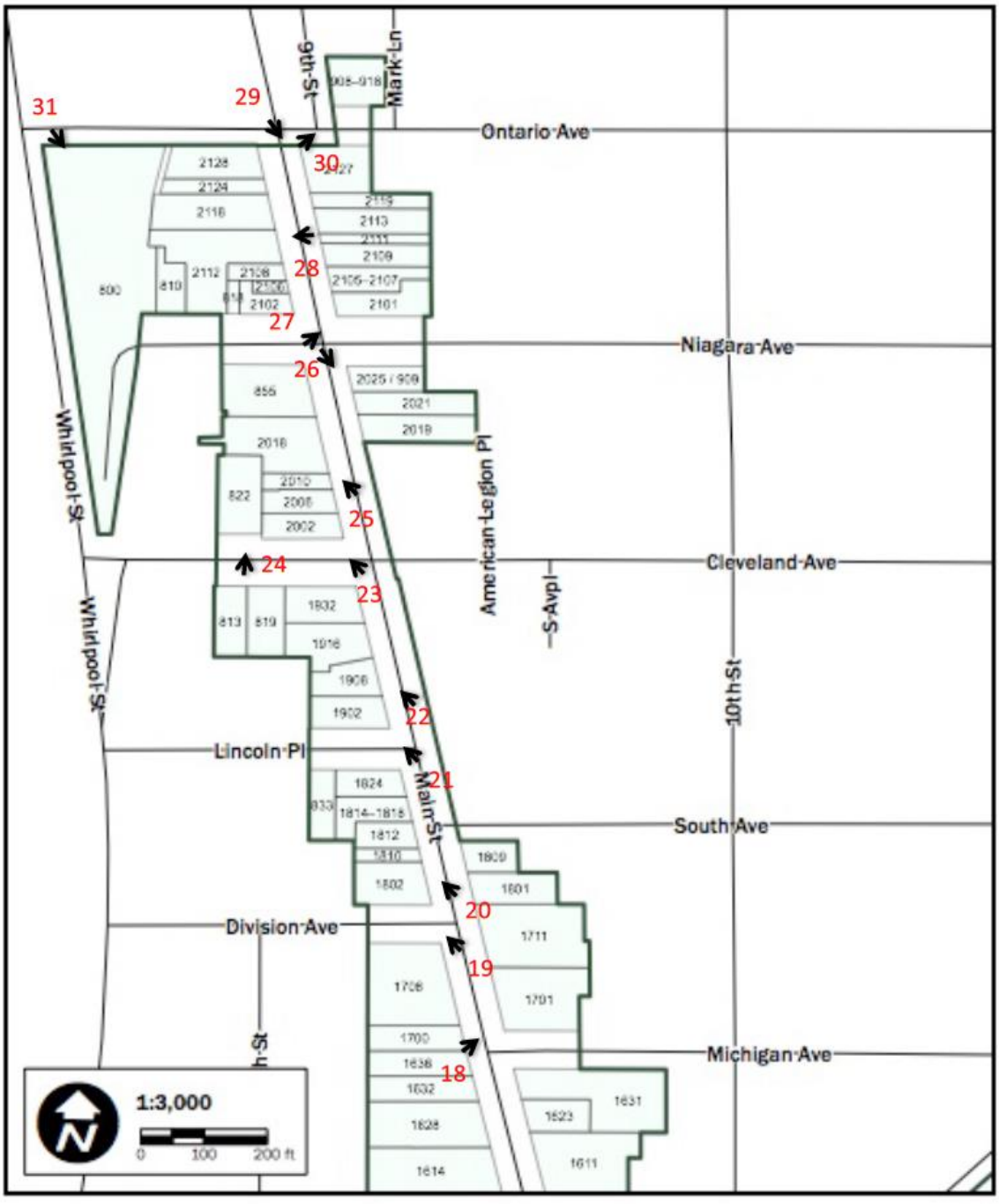



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

Main Street Historic District
City of Niagara Falls, Niagara County, New York

Photo Key
1 of 2 (North)




Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

NEW YORK STATE OF OPPORTUNITY. Parks, Recreation and Historic Preservation

Additional Information

Photo Log:

| | |
|---|---|
| Name of Property: | Main Street Historic District |
| City or Vicinity: | Niagara Falls |
| County: | Niagara |
| State: | New York |
| Name of Photographer: | Joey Duggan, Katy Stuck, and Tom Yots |
| Date of Photographs: | October, 2019 |
| Location of Original Digital Files: | Preservation Studios, 170 Florida St., Buffalo, NY 14208 |

NY_ Niagara County_ Main Street Historic District_0001
Looking northwest, showing 1300 block of Main Street

NY_ Niagara County_ Main Street Historic District_0002
Looking west, showing 1300 block of Main Street

NY_ Niagara County_ Main Street Historic District_0003
Looking west, showing 1300 block of Main Street

NY_ Niagara County_ Main Street Historic District_0004
Looking southeast, showing 1300 block of Portage Road

NY_ Niagara County_ Main Street Historic District_0005
Looking northwest, showing 1400 block of Main Street

NY_ Niagara County_ Main Street Historic District_0006
Looking southwest, showing intersection of Main Street and Portage Road

NY_ Niagara County_ Main Street Historic District_0007
Looking west, showing Pierce Avenue

NY_ Niagara County_ Main Street Historic District_0008
Looking northwest, showing the Niagara Falls Public Library

NY_ Niagara County_ Main Street Historic District_0009
Looking southwest, showing Harry F. Abate Elementary School

NY_ Niagara County_ Main Street Historic District_0010
Looking south, showing Harry F. Abate Elementary School

NY_ Niagara County_ Main Street Historic District_0011
Looking northeast, showing 1500 block of Main Street

NY_ Niagara County_ Main Street Historic District_0012
Looking northeast, showing 1500 block of Main Street

NY_ Niagara County_ Main Street Historic District_0013
Looking southwest, showing the 800 block of Linwood Avenue

NY_ Niagara County_ Main Street Historic District_0014
Looking south, showing the 800 block of Linwood Avenue

NY_ Niagara County_ Main Street Historic District_0015
Looking northeast, showing 1600 block of Main Street

NY_ Niagara County_ Main Street Historic District_0016
Looking southeast, showing 1600 block of Main Street

NY_ Niagara County_ Main Street Historic District_0017
Looking northwest, showing 1700 block of Main Street

NY_ Niagara County_ Main Street Historic District_0018
Looking northeast, showing 1700 block of Main Street

NY_ Niagara County_ Main Street Historic District_0019
Looking northwest, showing 1800 block of Main Street

NY_ Niagara County_ Main Street Historic District_0020
Looking northwest, showing 1800 block of Main Street

NY_ Niagara County_ Main Street Historic District_0021
Looking northwest, showing 1900 block of Main Street

NY_ Niagara County_ Main Street Historic District_0022
Looking northwest, showing 1900 block of Main Street

NY_ Niagara County_ Main Street Historic District_0023
Looking northwest, showing 2000 block of Main Street

NY_ Niagara County_ Main Street Historic District_0024
Looking north, showing 800 block of Cleveland Avenue

NY_ Niagara County_ Main Street Historic District_0025
Looking northwest, showing 2000 block of Main Street

NY_ Niagara County_ Main Street Historic District_0026
Looking southeast, showing 2000 block of Main Street

NY_ Niagara County_ Main Street Historic District_0027
Looking northeast, showing 2100 block of Main Street

NY_ Niagara County_ Main Street Historic District_0028
Looking west, showing Whitewater Towers

NY_ Niagara County_ Main Street Historic District_0029
Looking southeast, showing 2100 block of Main Street

NY_ Niagara County_ Main Street Historic District_0030
Looking northeast, showing 900 block of Ontario Avenue

NY_ Niagara County_ Main Street Historic District_0031
Looking southeast, showing Whitewater Towers

Historic Materials:

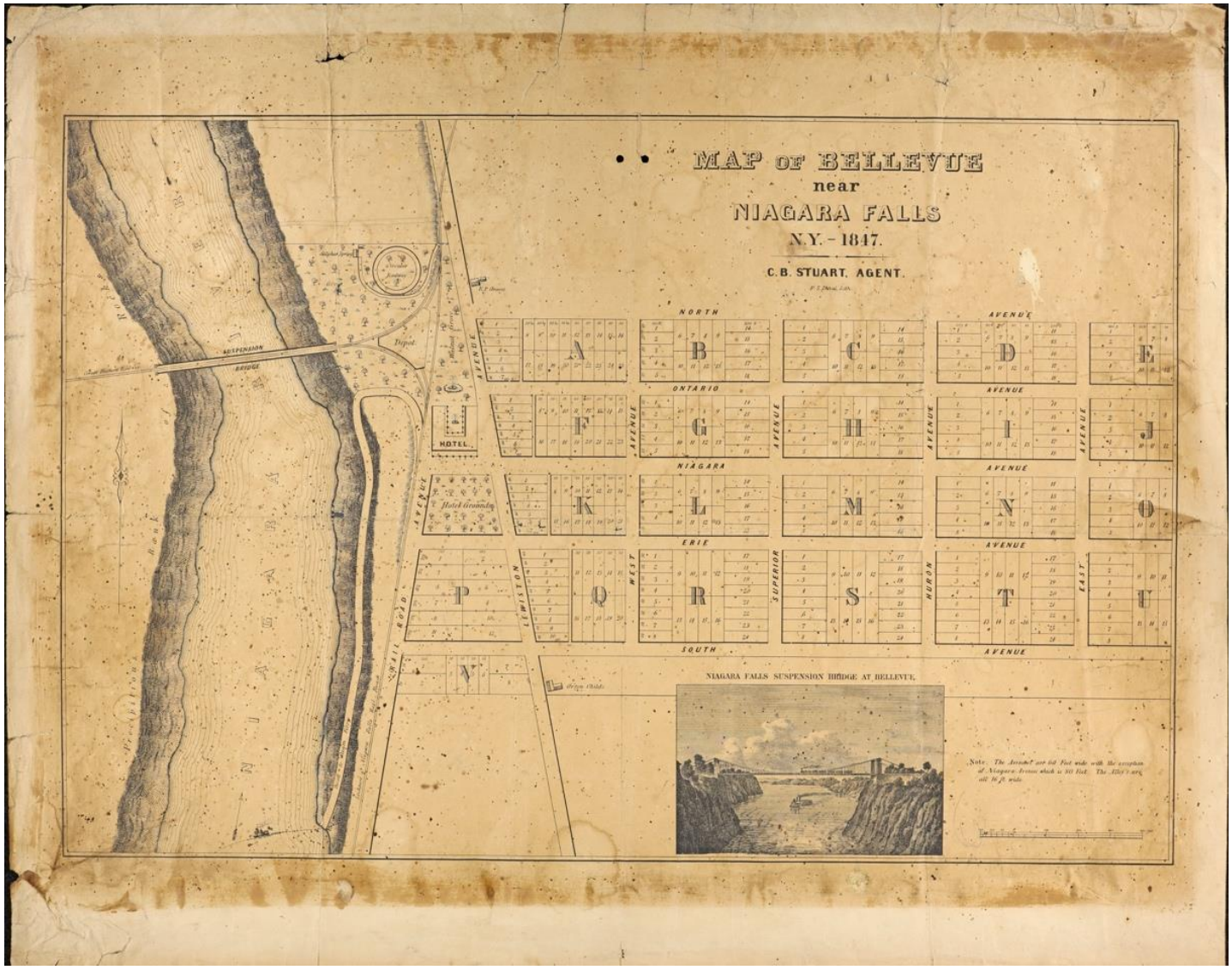



**Figure 1: C. B. Stuart, Map of Bellevue near Niagara Falls, NY, 1847.**

**Figure 2: a circa 1860 photograph of Roebling's suspension bridge and the Witmer Mill adjacent by Silas A. Holmes (Digital image courtesy of the Getty's Open Content Program).**

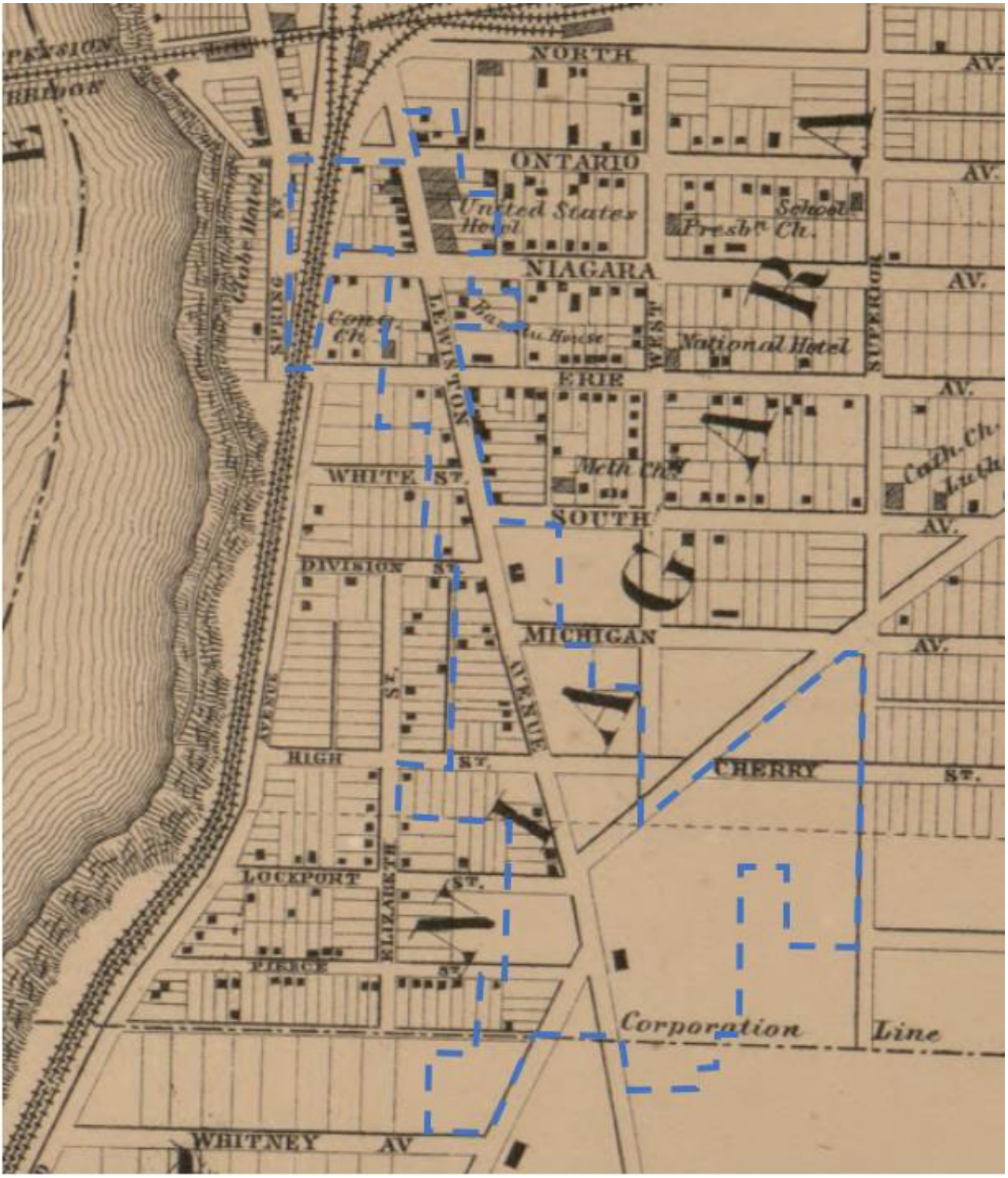



**Figure 3: a map of Suspension Bridge in 1860 (A.M.Z. Dawson, *Wall Map of Niagara County*).**
The approximate boundary of the nominated district is superimposed.

Area of Main Street Historic District in former Bellevue/ Suspension Bridge
Approximate area of present-day "Downtown" City of Niagara Falls
Niagara Falls
NIAGARA RIVER.

**Figure 4: Map of the Villages of Niagara Falls, & Niagara City, New York : The Village of Elgin and the City of the Falls, Canada West (ca. 1854)**

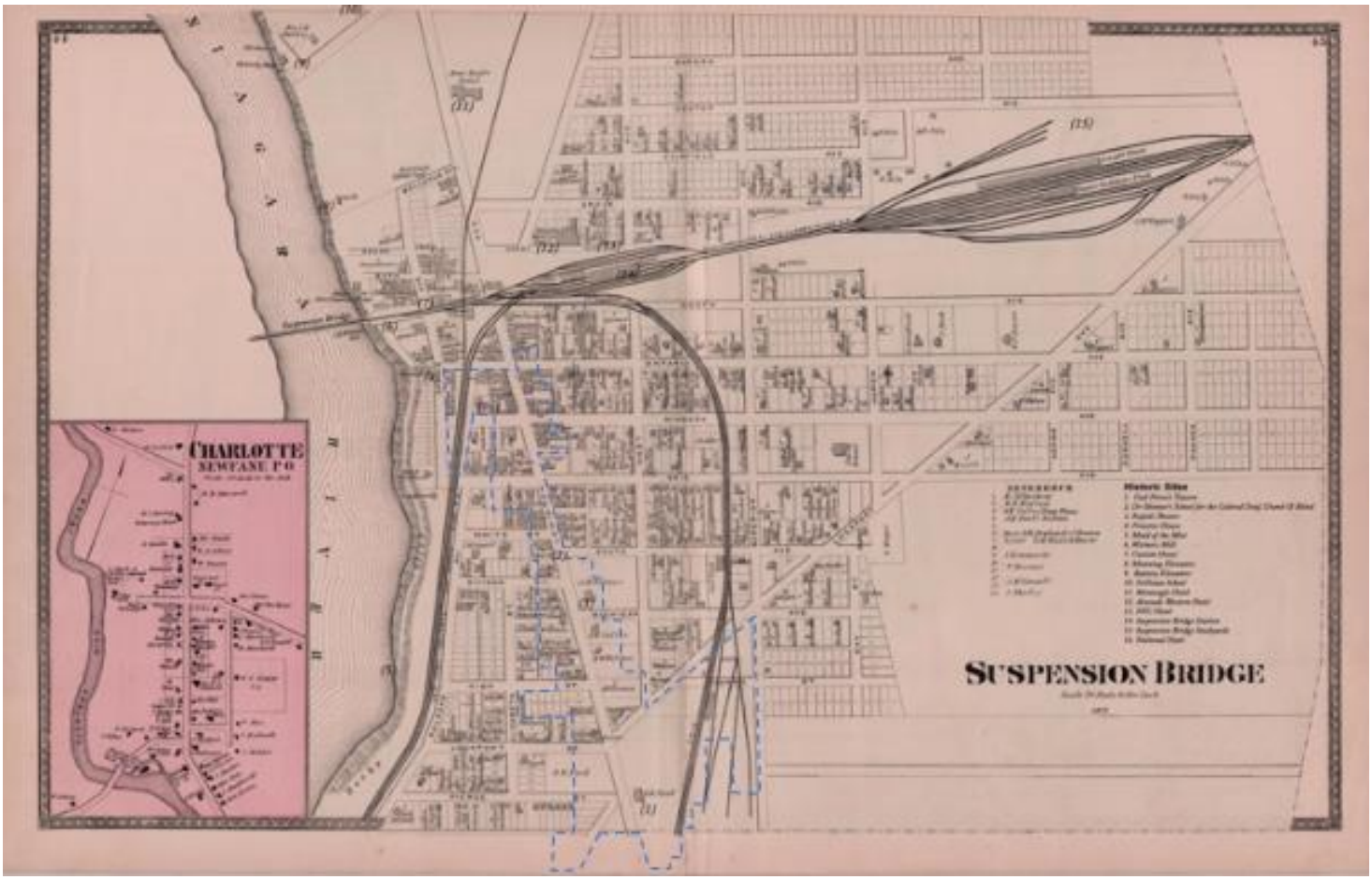



**Figure 5: a map of Suspension Bridge in 1875 (D.G. Beers and W. Upton, *Niagara and Orleans County 1875).***

The approximate boundary of the nominated district is superimposed.

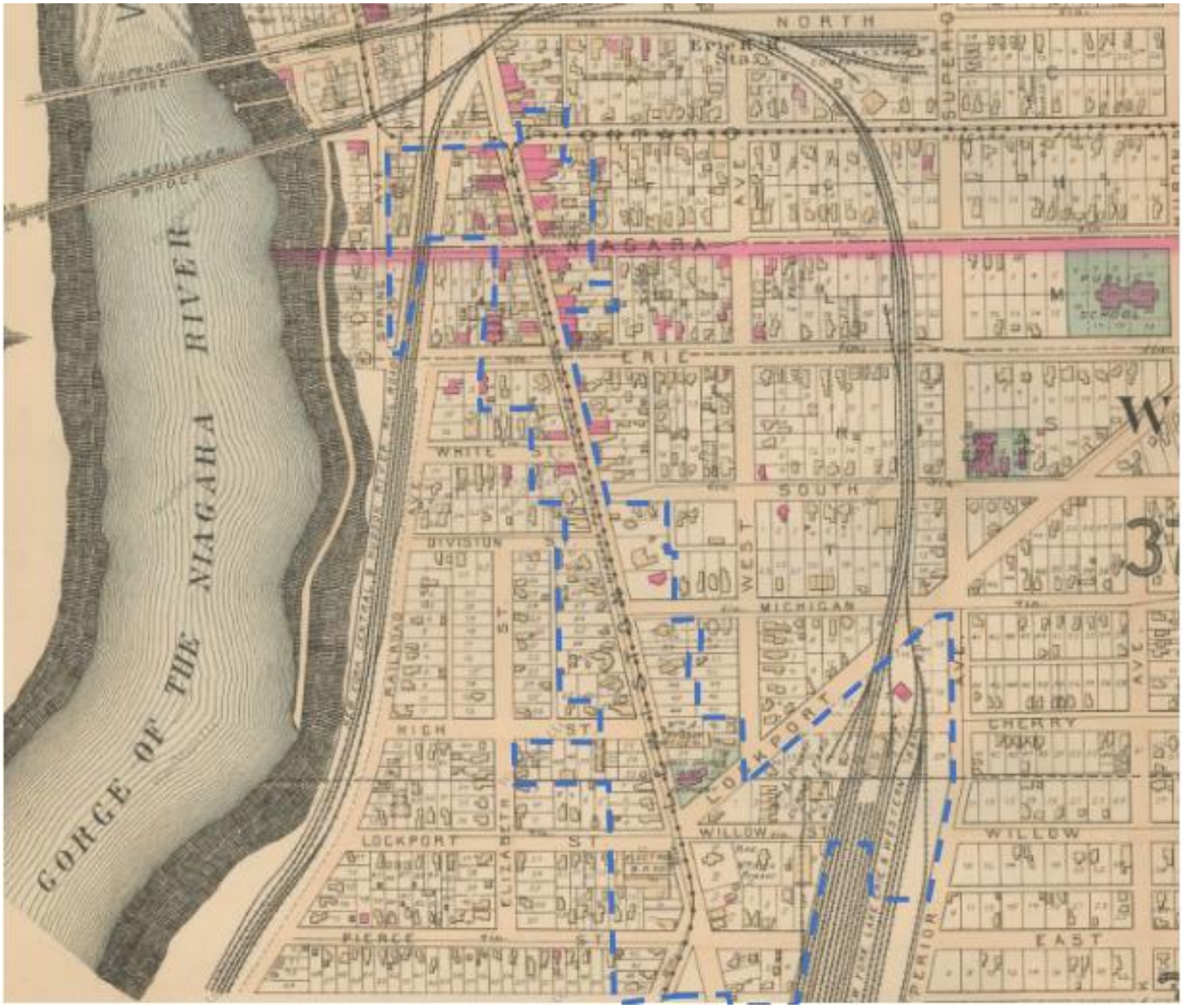



**Figure 6: a map of Suspension Bridge in 1893 (G.M Hopkins & Co., *Atlas of the Vicinities of the Cities of Niagara Falls, North Tonawanda and Buffalo, New York*).**

The approximate boundary of the nominated district is superimposed.

**Figure 7: the view of Main Street south of Ontario Avenue in 1904. The streetcar system here depicted convenient transportation throughout the Main Street Historic District (Niagara Falls Public Library Archives).**

**Figure 8: The view of Main Street south of Linwood Avenue ca.1927 (Niagara Falls Public Library Archives).**

**Figure 9: aerial view of the Main Street Historic District in 1965 (University at Buffalo Library Archives).**

The approximate boundary of the nominated district is superimposed.

**Figure 10: photo of Main Street facing south ca. 1970. Note the former Woolworth Building later occupied by Norbans on the right side of the photo (Niagara Falls Public Library Archives).**

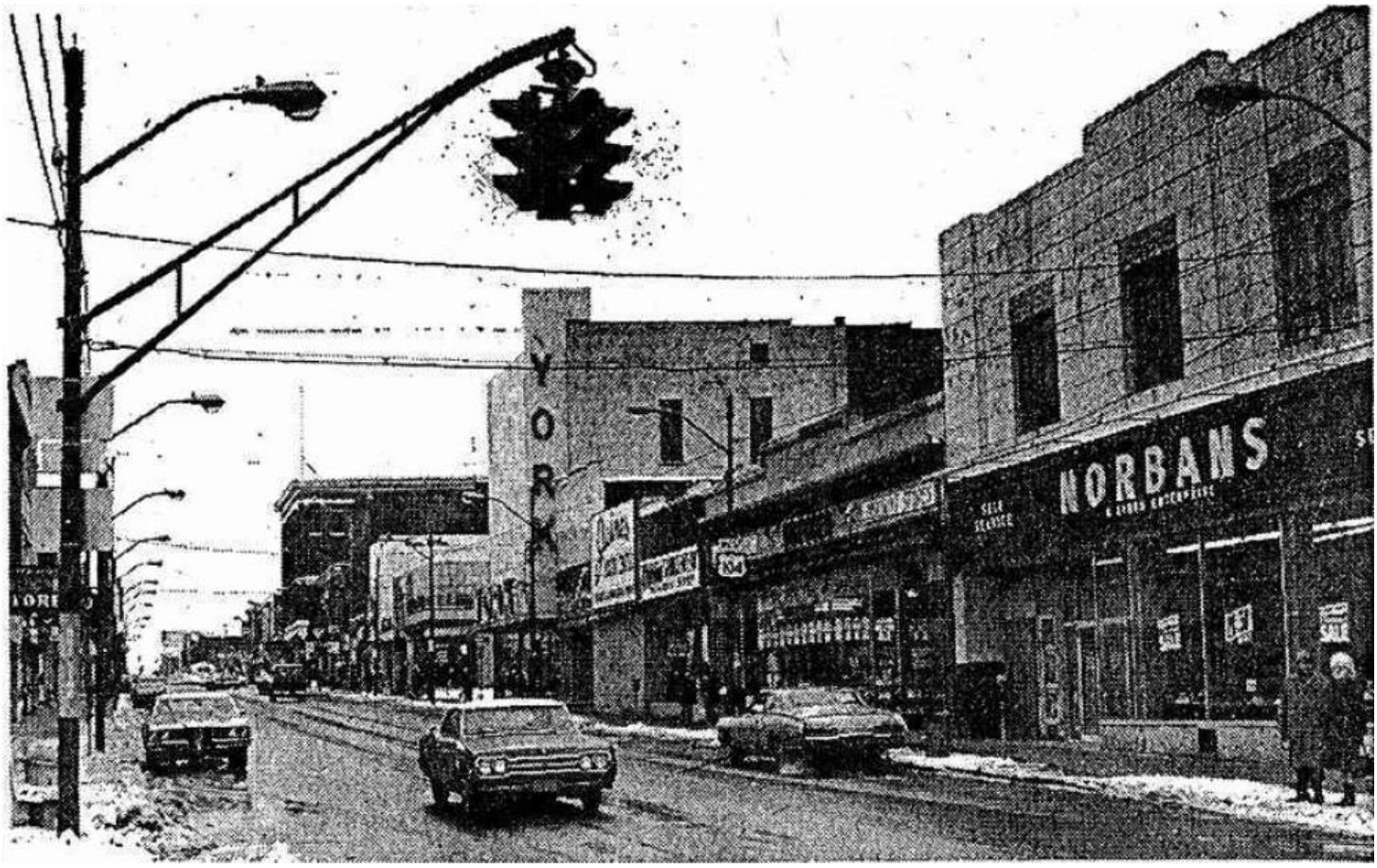



**Figure 11: the view of Main Street south from Cleveland Avenue during Operation Main Street. Note the updated streetlights (Photo from the *Niagara Gazette*, March 19, 1972).**

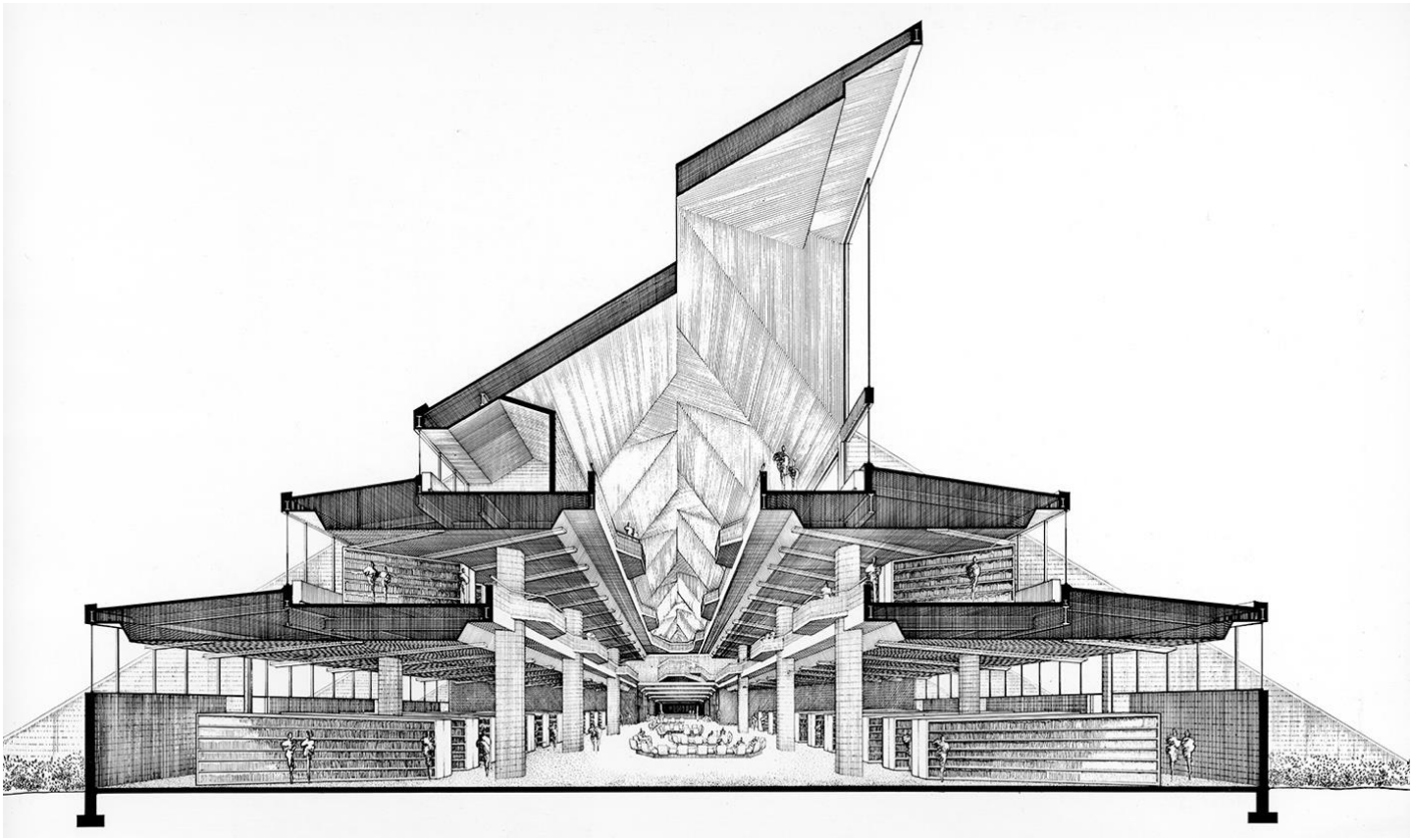


**Figure 12: architect's conceptual drawing of the interior of the Earl W. Brydges Library, showing the ample space created by the monitors (image courtesy of the Paul Rudolph Heritage Foundation).**

**Figure 13: aerial view of the Earl W. Brydges Library (left) and Harry F. Abate Elementary School (right) under construction (Photo from the *Niagara Gazette*, March 19, 1972).**

**Figure 14: undated model of the recently completed Earl W. Brydges Library (Photo courtesy of the Paul Rudolph Heritage Foundation).**

**Figure 15: Sanders and Associates' rendering of Whitewater Towers as it appeared in the issue of the *Niagara Gazette* from November 22, 1972 (Niagara Falls Public Library Archives).**

**Figure 16: parade down Main Street in the district, 1974 (Niagara Falls Public Library Archives).**

**Figure 17: a photo from 1980 depicting the installation of awnings for a street redesign by architect Bonnie Albert. The detail on the door of the truck reads "Forster Awnings" (Niagara Falls Public Library Archives).**

MAIN
ROAD CLOSED
1000 FT AHEAD
LOCAL TRAFFIC ONLY

ROAD CLOSED
1000 FT AHEAD
LOCAL TRAFFIC ONLY
1302
HANCI

HANCI
HEALTH ASSOCIATION OF NIAGARA COUNTY INC.
1302
HANCI

NO
STANDING
HERE TO
CORNER
2 HR
PARKING
8:00 AM
TO 6:00 PM

MAIN
ROAD CLOSED
1000 FT AHEAD
DON'T WALK
SUSPENSION
BRIDGE

THE WHY
COFFEE SHOP
FAMILY OWNED & OPERATED SINCE 1979

NO
PARKING
TUESDAY
morgan

ONE
WAY

NIAGARA
COMMUNITY ACTION PROGRAM
1521
1521

811
DI CAMILLO
BAKERY
earth Baked Bread

KELLICK
Just Words
BURGER KING

MAIN

JENSS
DEPARTMENT
STORE
The Connection
The Connection

RAPIDS
Theatre
Niagara Falls, USA
www.rapidstheatre.com
RAPIDS
Theatre
April 24th 2020
WHO'S BAD 20/20
The Evolution of Pop
BOX
OFFICE
BOX
OFFICE

ROAD CLOSED
500 FT AHEAD
LOCAL TRAFFIC ONLY
sale
888-DEAL

NO STANDING HERE TO CORNER
2 HR PARKING
8 AM TO 6PM
SOUTH
sale
BBB•DEAL
CENTER CITY

LINCOLN
MAIN
DETOUR
ROAD CLOSED
500 FT. AHEAD
LOCAL TRAFFIC ONLY

DETOUR
RESTAINO
FOR
MAYOR
P
PARKING

B&B CIGAR STORE
BISHARA REALTY
NO STANDING HERE TO CORNER
DESTINO

ATM
MARKET INC.
sale

Night Club
Partners
Partners
NIAGARA
MAIN

ONE WAY
ONE WAY

ROAD
LOSED
DETOUR